



DELIVERING OUR CLIENT COMMITMENT

TO OUR CLIENTS

In previous issues of *exchange*, we've explored the benefits of applying a disciplined investment strategy and adopting a total financial solution. In this issue, we will examine the very specific advisory process that your advisor uses to help you reach these aims.

We believe this process leads to the most thorough advice, personalized service, and overall confidence in your financial strategy.

Sincerely,
ScotiaMcLeod

The Confidence of a Proven Process

Processes help us manage complex information and achieve results more reliably. When it comes to managing our personal finances, a systematic approach ensures that all of our needs are addressed, that our personal goals are translated into specific financial objectives, and that we have a dependable and disciplined strategy to reach them.

ScotiaMcLeod's advisory process guides the creation and implementation of your complete financial strategy – and it drives our commitment to you.

Your advisor follows specific steps to understand your individual circumstances. Bringing together a team of experts, which may include your tax and legal advisors, your needs are assessed and specific recommendations are formed. After presenting you with solutions and upon receiving your approval, your strategy is implemented. And, as part of this rigorous process, your advisor monitors your progress closely and communicates regularly to ensure that you remain on track - and confident about reaching your goals.

It starts with you: understanding needs and goals

Planning for the future requires a strong grasp of the present. Your current investment approach, business interests, insurance needs, debt requirements, and cash flow all have an impact on shaping your financial strategy. The better your advisor

understands these issues, the more personalized and effective your solutions will be.

This information-gathering stage of the process also includes defining future aspirations. Are you saving for a major purchase in addition to retirement? How do you wish to pass on valuable family assets to your heirs? What is the succession plan for the business?

When you give your advisor a clear picture of your present situation and future objectives, you are contributing the most important input to the process. This information forms the basis of your financial strategy.

To the drawing board: assessing and developing recommendations

Developing comprehensive recommendations takes diligent research, in-depth knowledge, and collaboration with experienced specialists. Using the detailed information you have shared, your advisor will analyze your situation and determine the best ways to reach the goals you've identified.

- What is the optimal asset allocation that will give your portfolio the returns you need to maintain your lifestyle in retirement?
- How should the ownership of family assets be structured for tax and estate purposes?
- Exactly how much insurance do you need to protect your business or preserve your estate's value?

A Disciplined Advisory Process



These are some of the questions that your advisor will be considering during this assessment stage. And if warranted, he/she will also be conferring with experts on your behalf.

Sometimes this meticulous evaluation – both quantitative and qualitative – will uncover opportunities that were not initially obvious. It could also identify issues that would benefit from a timely resolution or more proactive planning.

Taking action: presenting and implementing solutions

Your ability to make sound financial decisions increases when you have a defined strategy. The outcome of the assessment is a set of solutions that is personalized to you, and that form your overall financial strategy.

These solutions can include:

- Investment strategies that reflect the growth you need and the realities of risk and taxation,
- Recommendations that ensure adequate protection for your family and business,
- Tax-efficient options to transfer your estate to future generations,
- Ways to minimize the cost of borrowing so that those savings can be applied, and benefit another area such as your investment portfolio or lifestyle expenses.

Your acceptance of these recommendations will signal the start of their implementation. During this stage, your advisor will continue to involve your team of specialists – equipped with

industry expertise and a sophisticated product knowledge – to both leverage opportunities and address issues that may have been discovered and discussed with you earlier. And because your overall strategy is tailored to your needs, you'll have increased confidence that the decisions being made are consistent with your objectives.

Staying on track: monitoring and refining the strategy

No strategy is truly effective without ongoing refinement. Your advisor will monitor your progress and review this with you at agreed-upon intervals. This process allows your advisor to make changes that will keep your strategies on track.

It is not uncommon for your needs to evolve as you and your family mature and age, and your business grows and diversifies. Market trends will also shift with the movement of global economies so the corresponding tax implications must also be considered at different times.

In truth, the advisory process never really ends. It systematically creates solutions to important needs, yet always remains flexible enough to adjust. Ultimately, it provides the confidence of knowing that virtually no element of your financial life has been left to chance.

Reflections

“Knowledge is a process of piling up facts; wisdom lies in their simplification.”
– Martin Luther King, Jr.
(1929-1968)



This publication has been prepared by ScotiaMcLeod, a division of Scotia Capital Inc. (SCI), a member of CIPF. This publication is intended as a general source of information and should not be considered as personal investment or tax advice. We are not tax advisors and we recommend that individuals consult with their professional tax advisor before taking any action based upon the information found in this publication.

All insurance products are sold through ScotiaMcLeod Financial Services* companies. ScotiaMcLeod Financial Services companies are the insurance subsidiaries of Scotia Capital Inc., a member of the Scotiabank Group. When discussing life insurance products, ScotiaMcLeod advisors are acting as Life Underwriters (Financial Security Advisors in Quebec) representing ScotiaMcLeod Financial Services.

This publication and all the information, opinions and conclusions contained in it are protected by copyright. This report may not be reproduced in whole or in part, or referred to in any manner whatsoever, nor may the information, opinions, and conclusions contained in it be referred to without in each case the prior express consent of SCI.

*ScotiaMcLeod Financial Services includes: ScotiaMcLeod Financial Services (Ontario) Inc., ScotiaMcLeod Financial Services (Quebec) Inc., ScotiaMcLeod Financial Services Inc.

™ Trademark used under authorization and control of The Bank of Nova Scotia. ScotiaMcLeod is a division of Scotia Capital Inc., member CIPF.