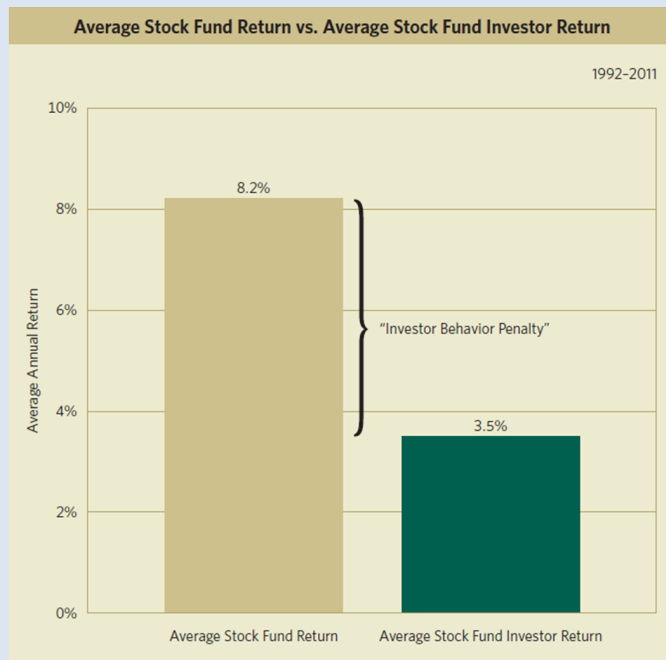


Financial Advisors Make a Difference

Financial Advisor: educator, coach, leader

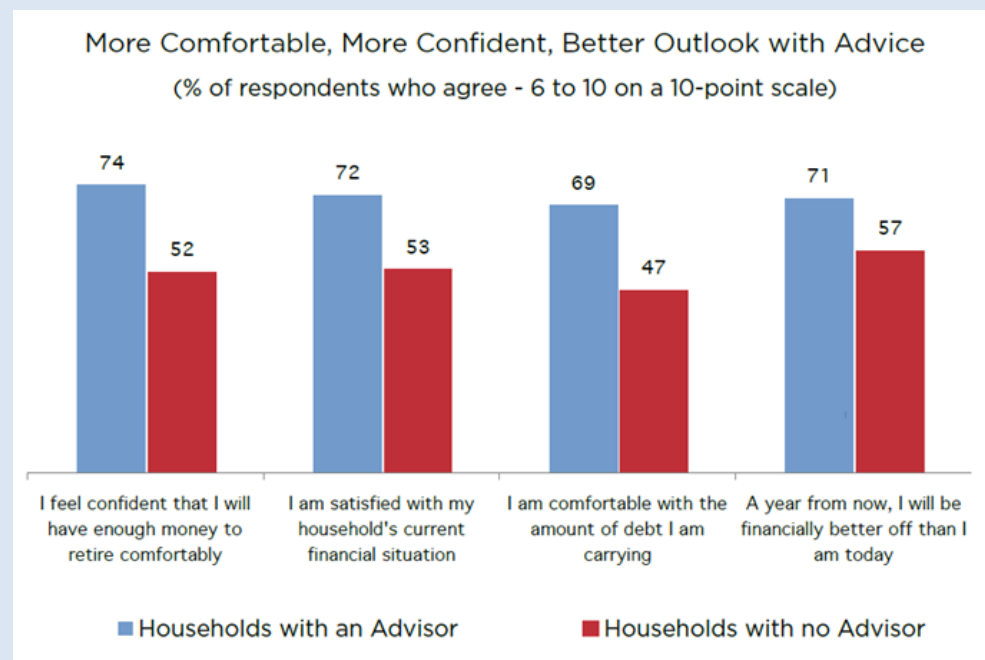
Research proves that Canadians who work with a financial advisor are much more successful than Canadians who invest on their own (Fig. A). Why? Advisors help guide investors through challenging markets, playing a crucial role in keeping them on track and helping them stay focused on their goals for the future. 60% of Canadians without an advisor admit to investing on impulse at least once. Working with an advisor helps Canadians avoid common investing mistakes and ensures they feel **much more confident** about enjoying the retirement they've dreamed about (Fig. B).

Fig. A



Source: IFIC, *New evidence on the value of financial advice*

Fig. B



Source: *An econometric analysis of the value of advice in Canada*, by Claude Montmarquette, CIRANO, 2012

Are you getting the advice you need?

According to J.D. Power*, investors are most satisfied with advisors who help them set, track and reach their personal investment goals. Only you know what you need and what matters most to you. Work with an advisor to create a financial plan as unique as you are.

*J.D. Power 2014 Canadian Full Service Investor Satisfaction Study