

This Issue of Financial Affairs has been created to provide a brief overview of an important investment topic. For more detailed information or for a free copy of a Financial Affairs Issue that may be of greater interest to you, please contact your Financial Advisor.

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**THE IMPORTANCE OF
SOUND FINANCIAL ADVICE**

Helping You To See Both The Forest And The Trees

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Working Together For Your Future

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Helping You To See Both The Forest And The Trees

Investing today is a sophisticated and exacting pursuit. The knowledge required grows daily. If you have the time and patience to dedicate yourself to a lifelong study of the investment industry, perhaps you can go it alone. But, if you're like the vast majority of Canadians, your greatest opportunity for success lies in working, in partnership, with a professional Financial Advisor.



To establish whether you can benefit from the vision of a financial professional, rank yourself on the three major criteria outlined below. Then compare your score with the guidelines.

THE CRITERIA:

1. **Time** Whether or not you have a full-time career, you may want to spend your free time on relaxation – sports, entertainment, or in the company of family and friends. If however, you do have 3-5 hours a day to study and analyze the markets, give yourself a high score. But, if your time is already occupied, score yourself lower on the scale.
2. **Knowledge** Do you have the knowledge necessary to make sophisticated investment decisions? For example, do you understand:
 - Dollar cost averaging
 - When and how to use a T2033
 - When to invest in foreign markets
 - Which markets offer advantages and when
 - How to match specific investments to your financial objectives.
 If you have all the experience and skills you need to make informed decisions, give yourself a hand and a high score. If not, you likely need a hand from someone else and should mark a lower score.
3. **Temperament** If it were easy to be a successful investor, everyone would be doing it. If you're the sort who agonizes over decisions, or tends to

HOW DO YOU ADD UP?

	LOW	MEDIUM	HIGH		
Time	1	2	3	4	5
Knowledge	1	2	3	4	5
Temperament	1	2	3	4	5
TOTAL	■	■	■	■	■

see things in black and white, score yourself low. Investing is never a sure thing so, if you're relying on yourself, make sure you have what it takes.

THE GUIDELINES: EVALUATING YOUR SCORE.

13-15 POINTS

You already have financial goals in mind. Nonetheless, a Financial Advisor should act as an important "sounding board" and can be instrumental in executing your investment strategies.

9-12 POINTS

You likely need direction to establish your investment goals and you require assistance with implementing a full investment plan. A Financial Advisor will provide just the help you need to assure investment success.

3-8 POINTS

Like the vast majority of investors, you need the assistance of a Financial Advisor to assess requirements, establish a direction, and follow through with the complete execution of a Financial plan.

THE ROLE OF A FINANCIAL ADVISOR

Whether you are a high net-worth individual or are just setting out on the road to financial independence, you can benefit from the experience and knowledge of a Financial Advisor. With the necessary information in hand, a Financial Advisor will work with you to develop a plan, monitoring it to make sure you're on track. He or she will point out different ways to reduce taxes, make your money grow more efficiently – and ultimately help you to reach your retirement objectives.



In addition, Financial Advisors are up-to-date on all the available investment opportunities and tax breaks, and have access to other specialists in the field – from mutual fund managers to tax specialists, and insurance experts to accountants.

Remember, too, that Financial Advisors are constantly working on your behalf. If market conditions change dramatically, your advisor can offer you alternatives so that you can act on the basis of knowledge.

FINDING A FINANCIAL ADVISOR

Like any other professional you employ, a Financial Advisor must have your trust. There are many reputable companies and individuals in the field. If you can't find one, ask a friend.

Once you find the person who's right for you, open communication is essential. Current needs and future goals, risk tolerance and levels of patience are all factors that have an important impact on the design of a personal financial strategy.

FOR MORE INFORMATION

A Financial Advisor can put you on the path to security and peace of mind.

A phone call is one of the best investments you can make.