

Understanding the Value of Advice

We're here to help make your ambition a reality

Did you know that working with an advisor can have a significant impact on your financial well-being and your ability to meet your ambitions? Whatever your goals are - for example saving for retirement, a new home, your children's education or a dream vacation - we can help you get there.

Investment cost clarity

It's our goal to generate benchmark-beating returns while managing market volatility. As can be expected, there are costs incurred in order to achieve this. These costs include day-to-day management for services like investment research and portfolio management. There are also costs associated to working with your advisor for their valued advice and ongoing service.



Examining investment costs

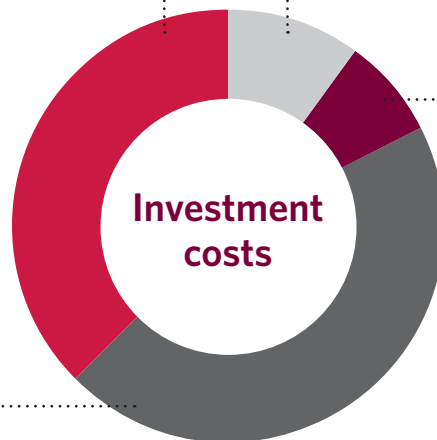
The costs of running an investment typically fall into the following categories¹:

Portfolio management

- Cost to access portfolio managers, including research and security selection
- Cost to access stock and bond markets

Financial Planning & Advice

- Ongoing servicing
- Guidance on suitability
- Investment planning
- Portfolio selection



Taxes

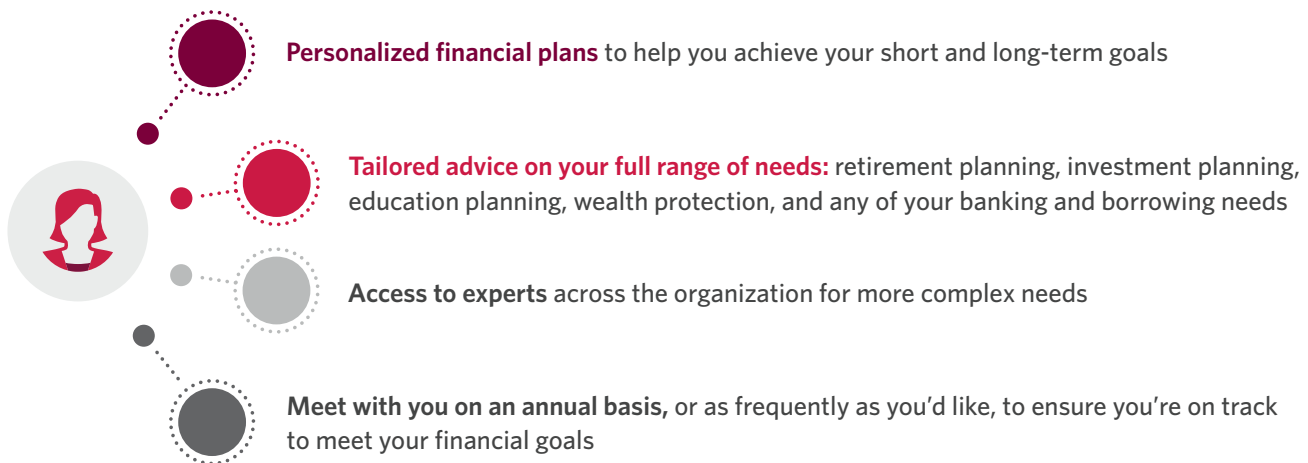
- GST or HST

Operating expenses

- May include administrative, regulatory, brokerage and legal

¹Source: Monitoring Trends in Mutual Fund Cost of Ownership and Expense Ratios, September 2017. For illustrative purposes only.

Some of the ways your advisor may help you include:



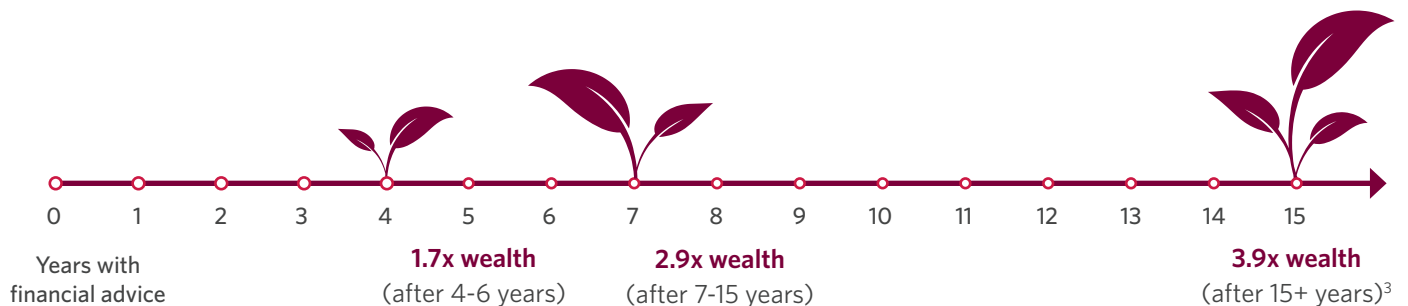
You see your doctor to take care of your health or call a carpenter to build your house. *Why?* Because you need professionals to get the job done right. Likewise, you partner with your advisor to help you **achieve your financial goals**.

Research reveals the significant benefits of advice

- **53%** of investors are willing to pay advisor costs in return for advice and service²
- **88%** of mutual fund investors say they achieved higher growth potential because of advice³

Advice enhances asset growth over time

The longer investors get financial advice, the more their investments grow:



It's our commitment to ensure that you're best positioned and that you stay invested for financial success. We will clearly and consistently describe investment costs, and help you understand the solutions that will enable you to reach your ambitions.

To learn more, connect with your advisor today.

² Source: Cerulli Associates, 2019.

³ Source: Advisor Insights, January 2018, The Investment Funds Institute of Canada.

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