# The Value of Advice

## Financial professionals provide clients with many complex and valuable services.



#### Knowledge

Advisors provide an understanding of financial instruments, investment strategies, market trends and behaviours, including the nature of economic cycles.



#### Experience

Advisors review your investment profile, risk tolerance and financial goals to guide you and build and maintain a personalized financial plan.



#### Discipline

Advisors help clients stay on track to meet changing goals, life events, tax laws and changing markets.



#### Peace of Mind

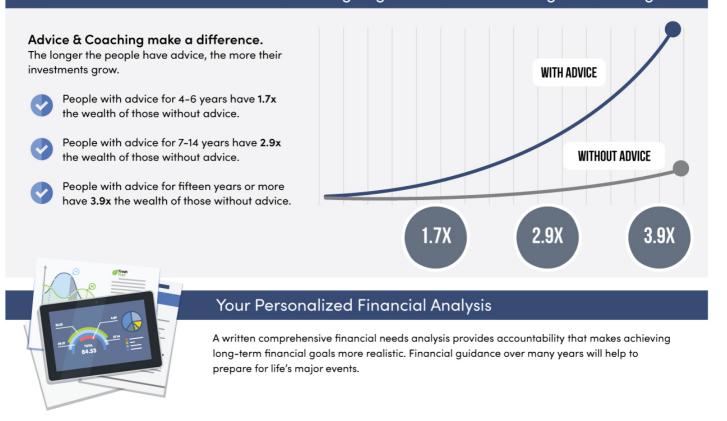
Advisors continually stay in touch to meet, monitor and adjusts your portfolio as your needs and goals change.



#### Access to Professional Services

Advisors provide access to professionals like lawyers, tax specialists and mortgage specialists to assist you with personal and business needs.

### Canadian research has shown that ongoing advice enhances long-term savings



SOURCES: IFIC Advisor Insights - Advice Creates Strong Value for Canadians | CIRANO - The Gamma Factor and the Value of Financial Advice - Summary of Findings

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