

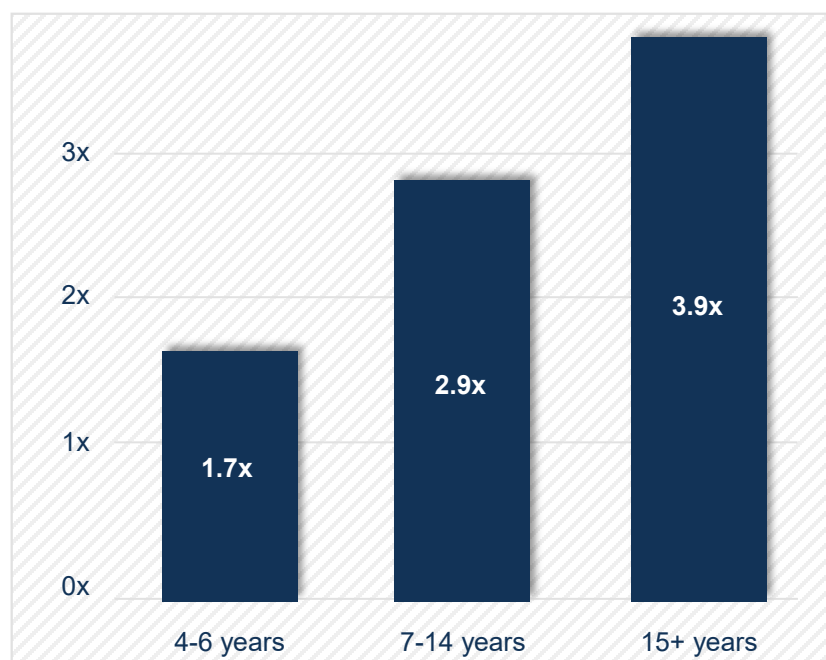
# THE IMPORTANCE OF FINANCIAL ADVICE

Investors are bombarded with commercials from discount brokers and robo-advisors. As your wealth creating partner, we want to share some interesting statistics to support your efforts as an Advisor.

The Investment Funds Institute of Canada research shows:

- ⇒ Investors with Advisors have on average **3.9 times<sup>1</sup>** more assets after 15 years than similar investors without advice.
- ⇒ **88%<sup>2</sup>** of mutual fund investors agree they get better returns because of advice.
- ⇒ Advisors serve as financial coaches, helping investors to develop disciplined savings habits and avoid common investor behavioural pitfalls.

*Growth in Financial Assets Over Time of Households that **Received Advice** Compared to those that Did Not Receive Advice<sup>1</sup>*



<sup>1,2</sup> Source: The Investment Funds Institute of Canada (“IFIC”), “Modest Investors: Easy Access and the Freedom to Choose are Keys to Successful Long-term Investing”, *Advisor Insights*, January 2018.

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