

The value  
of financial  
advice.

<sup>W</sup>HollisWealth®  
Invested in you.



## What's the price of peace of mind?

The value of financial advice can be measured in several ways.

There's the growth in your portfolio that your advisor helps you realize. Then there are the intangibles—from building a personal holistic wealth management plan to helping you organize, manage and simplify your financial affairs so you can confidently take steps towards achieving financial independence.

Annual returns are a straightforward way to think about value. But how do you quantify the intangibles? What's the cost associated with prudence? Or the time and resources your advisor takes to understand your needs and goals? Or the effort required to develop, execute and update your plan?

The best way we know to measure this intangible value is to highlight the services and related fees as outlined in the following pages.

# Understanding your fees.

Beginning in January 2017, you will start to receive annual reports for each of your accounts, which will show account performance along with all associated costs.

While these fees have been in place for some time, the new reports will ensure greater transparency regarding what you pay and to whom. The following chart outlines the three categories of fees.

## Fees you pay the dealer/advisor

### OPERATIONS:

- < Administration charges for investments, such as RRSPs, RRIFs, TFSAs, etc.
- < Fee-based charges, if you have a fee-based account.

### TRANSACTIONS:

- < Commissions on purchases of securities with a sales charge.
- < Charges for switching to different funds or products.

## Fees the dealer/advisor receives

- < One-time commissions from fund companies on the purchase of securities.
- < Annual trailing commissions from fund companies, if you have a commission-based account.

The above examples are for illustration purposes. Not all fees pertain to every situation and additional fees may also apply.

## Did you know?

There are two ways in which advisors are compensated for the wealth management services they provide and these are reflected in different account types:

### COMMISSION-BASED ACCOUNTS

In addition to commissions an advisor may charge to buy and sell equities within your account, when you purchase a mutual fund there may be a cost referred to as a trailing commission, which is part of the fund's Management Expense Ratio (MER). This is paid by the fund company to the dealer/advisor for ongoing advice and service.

### FEE-BASED ACCOUNTS

In this scenario, an advisor charges a fee based on a percentage of the value of the assets held in your portfolio—there are no additional commissions on trades. There are no trailing commissions paid to your advisor for funds held in a fee-based account.



## The value you see—and the value you may not.

A qualified financial advisor can help you on many fronts.

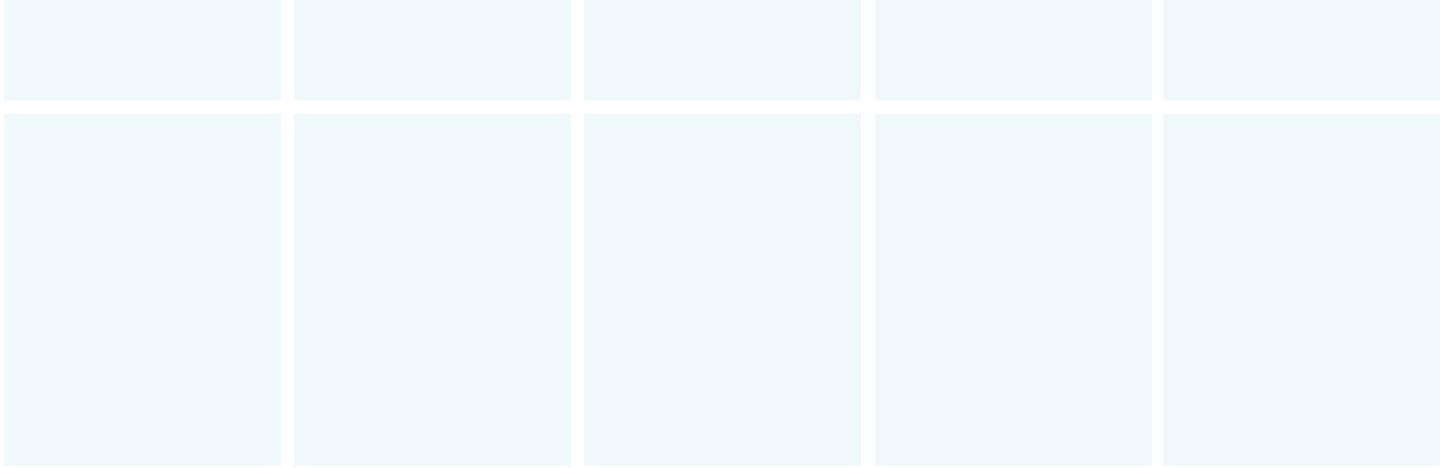
Along with comprehensive financial planning, an experienced advisor will also recommend investment products specific to your circumstances, offer retirement and estate planning advice and provide access to financial experts such as tax, legal and insurance professionals.

Advice may provide you with a better opportunity to:

- < Achieve goals by maintaining a long-term investment strategy.
- < Accumulate greater wealth through better savings behaviour.
- < Select tax-efficient investment vehicles.
- < Build assets for a more comfortable retirement.
- < Benefit from a network of professionals, including tax, insurance and estate specialists.
- < Protect against poor or ill-informed financial decisions.
- < Avoid emotional investing habits.

# The value you see.

## Services from your advisor



In addition to the above services, your advisor may also provide a number of value-added solutions that support the maintenance and growth of your investment portfolio.

# The value you may not.



## Services from your advisor

- < Hiring qualified and sufficient staff.
- < Staying up-to-date with regulatory requirements.
- < Ongoing advisor education and training.
- < Licensing in all provinces and disciplines.
- < Technology and system updates.
- < Investment, market and economic research.

## Services from HollisWealth

- < Supervising regulatory requirements.
- < Providing advisor support and education.
- < Maintaining and updating training capabilities.
- < Developing technology, servicing and administrative platforms.
- < Branding, marketing and communications.

