

FREQUENTLY ASKED QUESTIONS

Everything you want to know about financial planning and investing with PWM Private Wealth Counsel.

What is Hollis Wealth?

A member of iA Financial Group's wealth management division, HollisWealth is one of Canada's premier financial advisory networks committed to helping Canadians achieve financial security. Wholly independent, HollisWealth advisors are not tied to any specific investment product or service. Rather, they offer wealth management solutions, advice and guidance that help clients achieve their short- and long-term financial goals.

What is PWM Private Wealth Counsel?

PWM Private Wealth Counsel is part of HollisWealth's premier network of financial advisors and your partner in helping you attain financial peace of mind through a wealth of knowledge, ethics, integrity, experience and a unique level of service.

Who do you serve?

Our advanced designations and depth of experience give us the ability to handle very large portfolios, as well as those of farm families, business owners, professionals, corporations, associations, foundations, pre-retirees and retirees.

Who benefits most from your services?

Our services are suited to investors who prefer to have trusted professionals make day-to-day investment decisions for them, or who may want to access investments typically only available to ultra-high net worth investors and pension funds. Any client who has a complex financial, tax or investment situation, a need for a more sophisticated level of financial planning and investing, or who simply wishes to plan prudently for his or her financial future will benefit from the services we offer.

What services do you offer?

We specialize in fee-based, discretionary wealth management. We also offer traditional wealth management, complete retirement planning services, a multitude of insurance and risk management products, as well as personal and corporate tax return services.

What is a financial plan?

A financial plan is a written document encompassing an overall review of your financial situation, taking into account your goals and objectives. It focuses on such areas as: income tax planning, asset management, estate planning, risk management, education planning, and retirement. The plan analyzes and recommends strategies that can help you to achieve your financial goals.

What is an Investment Policy Statement?

An advisor develops a written agreement called an Investment Policy Statement, or IPS. This IPS sets out the investment goals and objectives of the client and describes the investment strategies suitable to meet those objectives. The IPS takes into account specific needs, including risk tolerance, time horizon and investment philosophy. Your IPS lays out the framework for how your portfolio is managed.

What is discretionary wealth management?

Few organizations are permitted to provide discretionary management. To do so, Portfolio Managers must complete the most demanding educational, experiential and organizational requirements and meet the highest conditions of registration with securities commissions.

What is a Portfolio Manager?

Portfolio Managers are fiduciaries who must meet the highest conditions of registration with the securities commissions and are held to a

very strict code of conduct. Less than 5% of all investment advisors in Canada are licenced Portfolio Managers. To receive PM licensing, an advisor must hold either a Chartered Financial Analyst® (CFA®) designation or a Chartered Investment Manager® (CIM®) designation, as well as complete a rigorous application process with their firm and the regulators.

What is a fiduciary?

Portfolio Managers have a legal obligation, or fiduciary duty, to act with care, honesty and good faith, always in the best interest of clients. Investment decisions must be independent and free of bias. This differs from advisors who are not Portfolio Managers and who merely have a “duty of care” required.

How are you paid?

As Portfolio Managers, we charge a percentage of the investments we manage for you. This fee is transparent and generally much less than those of typical mutual funds, which are often embedded as a cost of doing business. Fees vary depending on the size of your portfolio and are not paid by commission based on volume of buying or selling investments.

For clients who choose a mutual fund portfolio, we receive commissions from the mutual fund companies. Specialty products such as flow through shares may also pay a direct commission. Our commitment is to be as visible with costs as possible so that you always know what you're paying for.

What method of analysis do you use to analyze investments?

We focus on a fundamental approach to investment analysis. In other words, we take into account such variables as prevailing economic conditions, specific industry outlook, historical data and performance, strength of company management, earnings growth and potential, as well as any applicable tax benefits. Above all, we attempt to select investments that harmonize well with your goals and objectives. Our Investment Committee typically meets weekly to formally review existing holdings, and discuss investment changes and new investment ideas. Committee discussion, analysis and, at times, outside counsel help us make well researched, collective decisions based on the risk metrics of each of the different portfolios we manage.

Do you have a succession plan for your Portfolio Managers?

Yes. All of our advisors are working toward their Portfolio Manager designation and all play a key role in planning and building our clients' portfolios. By only hiring highly educated and experienced professionals, we ensure your future needs will always be met.

How do I get started?

Simply contact our office at 306 975-9500 or 1-800-652-7472 for more information, or to book your first appointment. Your initial consultation will take approximately one hour. From there we can decide together if there is a good fit. We also encourage you to visit us online at pwmprivatewealth.com.

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