RBC Dominion Securities Inc.

Mike McPhee, MBA, CFP
Investment & Wealth Advisor

Wealth Management
Dominion Securities

WHAT ARE YOUR GOALS?

You've worked hard and achieved great success in your life. Yet with greater success come greater challenges when it comes to managing your wealth.

Sometimes it goes beyond financial concerns such as minimizing taxes, maintaining your lifestyle or reducing portfolio volatility. It's the non-financial things that can keep you up at night, like making sure your kids don't fight after you're gone, or not ruining their lives by leaving them too much. You need to know that you're working with the right team of experts, who truly understand all of the challenges that come with wealth, both financial and non-financial.

I experienced what can happen when you have the right team behind you in my first career as a professional hockey player, when we won the Stanley Cup in 1986. At RBC Dominion Securities, we have that kind of team – one that understands the unique challenges that come with success, and how to address them. I look forward to learning more about your goals – and discussing how we can help.

Mike

CLIENT COMMITMENT

Your **Financial Game Plan** starts with my client commitment, based on guiding values of always doing what is right for you and taking accountability for your success.

To deliver results, I serve a select group of clients, to provide more **personalized** attention. I take a **proactive** stance to anticipate rather than react to events, and **simplify** rather than mystify the complexities of your wealth.

Ultimately, I believe that **results** matter: I succeed when you succeed in achieving your goals.

4 P's

WEALTH MANAGEMENT APPROACH

FOUR PILLARS TO FINANCIAL SUCCESS

I deliver on my Client Commitment through the 4 P's: **Planning, Platform, Process, People.**

These are the four pillars to financial success and they define my approach to managing my clients' wealth.

PLANNING
PLATFORM
PROCESS
PEOPLE

"Jo and I want to say thanks for the continuous great direction and advice you give us. When we started together a number of years ago we had a plan, and we are certainly seeing that plan come together and it's because of your leadership and guidance. We really appreciate your quiet, confident, thoughtful style along with your great advisory acumen."
– Doug & Joanne

P1: Planning

Success is not random, it's planned. Your goals drive action and actions generate results.

I look at planning as a 3-step process: understanding where you are today (what do you already have in place), defining what you want to achieve (your definition of success), and finding strategies to get you there.

By breaking it down into manageable pieces, I help you create a plan that is right for you. With this plan you can **live for today, knowing tomorrow is covered.**

PLANNING

PLATFORM

PROCESS

PEOPLE

"You can't see your full financial picture clearly until you put all of the pieces of the puzzle together."

P2: Platform

All areas of your wealth are inter-connected (tax, estate, retirement, business succession, investing, insurance, etc). A decision made in one area will usually affect the others.

To provide the best advice, I need to look at your total wealth.

Backed by Canada's leading wealth management platform, I am able to deliver the services and solutions you need to address all of your financial concerns in a coordinated fashion.

PLANNING
PLATFORM
PROCESS
PEOPLE

"With a disciplined process, I can adjust your plan to respond to life's changes – and keep it relevant to what matters to you now."

P3: Process

Wealth is built through a process. My process provides structure and keeps everyone accountable to the ultimate goal – what you want to achieve.

My proprietary portfolio management process, **Design › Build › Maintain › Renovate**, combines diligence, perspective and judgment with time-tested money-management principles to help you grow and protect your wealth.

PLANNING
PLATFORM
PROCESS
PEOPLE

"With the right team right behind you,
anything is possible."

P4: People

It is difficult to succeed at anything without a great team. Our team at RBC includes some of the best people in the business, from tax specialists, estate consultants, and research analysts. I also work closely with our clients' other advisors as well as professional colleagues outside RBC to deliver seamless wealth management.

As your wealth advisor, my role is to build and coordinate the right team of experts to meet your needs and as your financial coach to keep you on track to achieving your goals. I bring the discipline, leadership and teamwork skills I gained during my hockey career to my role as your advisor. I back this up with a Certified Financial Planner designation and over 18 years of experience as an advisor.

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