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Wealth of Life

By Howard Tingley, BBA, CIM
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Life is not static. Life's ages and stages come with different priorities and needs. What is important for us today may not be as important for us tomorrow. We make plans, set goals, then we see them through or completely change them. The only thing that is predictable in life is its unpredictability. Back in the investment world of the early 1990s, many thought performance was the most important aspect of an investor's relationship with their client. Time would be spent studying the markets, world events, and annual reports and trying to analyze what would come next. The thing is, we never know what will come next. It is impossible to predict world events or what will happen to interest rates – and although predicting the future can be an entertaining challenge, it usually doesn't result in a good return on investment. Knee-jerk reactions to fluctuating markets or crystal-ball planning of trends have not stood the test of time – yet balanced portfolios that include good blue-chip, dividend paying companies that have a history of growth have.

The rate of return is an important aspect of investing, but there are other financial planning issues that historically have been underestimated. What can the rate of return alone do for the client without a

Will, or for the business partners without a buy/sell agreement or proper tax planning? Over the past twenty years, wealth management planning has evolved from an important aspect of how we do business to being our business. We do this by going beyond the financial planning tools and checklists, to truly getting to know our clients and what makes them unique.

Often, what is a focal point for most clients is a current life circumstance. These may include transitioning from employment to retirement, living with or supporting someone with an illness, grieving the loss of a loved one, or adjusting to an "empty nest." For some, there is the luxury of additional time to travel, exploring new interests, or starting to volunteer in the community. Regardless of circumstance, it is knowing our clients and their story that will ensure all aspects of their wealth management needs are taken care of. Our team sees beyond the portfolio to the person. We are dedicated to sharing industry knowledge and resources on all facets of personal and financial wellbeing. This evolution of our business and the expansion of our resources and expertise over the last 25 years has culminated in a client-service approach that our team calls "Wealth of Life." Comprehensive in scope, Wealth of Life is a client-centered way of working, with the needs and circumstances of each client at the core of all financial planning and investment decisions. It is here where the true wealth lies.

RBC Dominion Securities Inc.



Wealth of Life: Knowing You

Wealth of Life starts with getting to know you and your story. The more we understand your story, the better we can assist you with the planning and managing of not only your money, but of your dreams for the future. It is about understanding your relationship with money, your current life circumstances, and what your aspirations are.

Perhaps most importantly, we want to know your story because we care about you and want to understand how we can best help you achieve your goals. How many of us have pondered the question, what does having money mean to me? The answers elicit truths about our relationship with money, what we place value on, and how we may choose to live. Experience has shown us many of our clients respond by suggesting that money provides security and independence, or money is a measure of success or hard work. For others it may be about power and control. You can see then why market volatility could affect someone's sense of security and safety or why risk tolerance can vary greatly from person to person. Life circumstances are also important and each one of us has something going on in our life that is drawing our attention at any given time. This could be a change in health status, planning a trip south for the winter, preparing a business sale, or blending a family. During these times do we care whether we own RBC or TD stocks or whether we have a business succession plan in place? Because we take the time to know you and your story, we can provide peace of mind that your financial matters are being effectively managed while you focus your attention on where it is needed the most. RBC has made huge investments in individual and community wellbeing. Our advisors are able to share resources and knowledge with our clients on matters such as eldercare, financial literacy, mental wellness, and diversity and inclusion to name a few. We know that how you are feeling in the present and your

expectations for the future will directly affect how you feel about your money and your desire to get financial planning in order. Some of us are just working hard today for a someday down the road. Others are envisioning a retirement that is all about travel or growing a prize-winning garden or hitting the links. Then there are those who are just enjoying the ride. Our team wants to know you and your story so we can help you get to where you want to be. It is that simple.



Wealth of Life: Creating Your Plan

In the late 90s, it became clear that there were clients facing a wealth management crisis. Clients were passing away with outdated Wills or no Will at all or without proper insurance to look after their loved ones. In some cases, business owners were selling without proper tax planning in place or entering partnerships without a buy/sell agreement. Wealth of Life, our robust wealth management process, was developed in order to address these gaps. This process was not just about approaching the client experience differently, it was about assembling a team of industry experts to help with all parts of the financial planning process.

We have an extraordinary RBC Wealth Management team in the Moncton office. In addition to our immediate team of Portfolio Managers and Investment Advisors, our team includes a Financial Planning Specialist, who creates customized financial plans for our clients, an Estate Planning Specialist, who focuses on insurance planning, and a Will & Estate Consultant. We will also work in partnership with your personal or commercial service providers such as accountants, lawyers, and bankers to ensure all aspects of your planning are covered. Your financial plan is a living document that will need to be adapted with any changes of goals and/or circumstances that arise. Therefore, it is our practice to review it with you on an ongoing basis.

Our team wants to know you and your story so we can help you get to where you want to be.





**Wealth of Life:
Managing Your Money**

They say the older we get the wiser we get, and more often than not our wisdom comes from experience. In our business, our wisdom has grown from experiences such as 9/11, the financial crisis of 2008, the global pandemic, and most recently the war in Ukraine. It has also grown from watching trends in investment activity from small cap to large cap, growth investing to value investing, domestic to global equities, and from developed to emerging markets. We have seen up years, down years, and flat years and the rise and fall of interest rates.

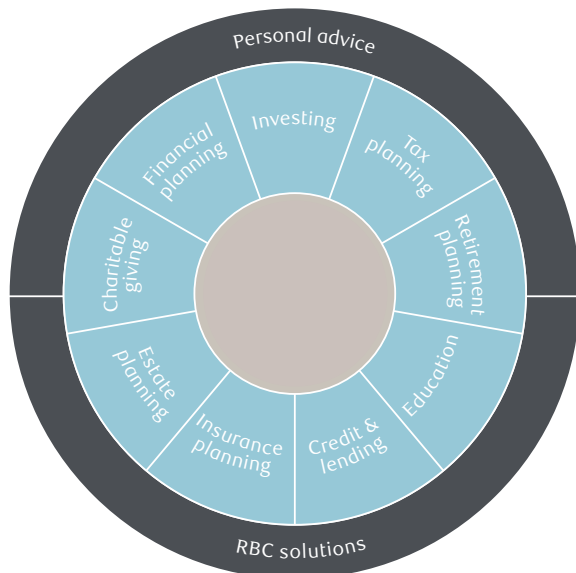
We have learned to raise caution about new investment approaches or attempts to outsmart the markets through calculating entry and exit

plans. For the last 30 years, the best approach has been quite simple; remain steadfast in your plan and trust the power of dividends. There are many positives about good quality dividend stocks. A report from RBC Global Asset Management, "Harnessing the Power of Dividends," has shown that in Canada from December 1986 to 2022, dividend-growing stocks have outperformed the TSX Composite Index by almost two to one, 10.8 % versus 6.2%, while at the same time providing less volatility . This approach is suitable for all types of investors, especially for those who are nearing or are in retirement. It is also effective for those in need of a good tax-effective income stream that has the potential to beat the rate of inflation throughout their retirement years. The key is not to focus on what your portfolio is worth but on what kind of income it is generating and whether it is growing to offset inflation. Envision a business owner growing their business income without worrying about what the business is worth each day. Our

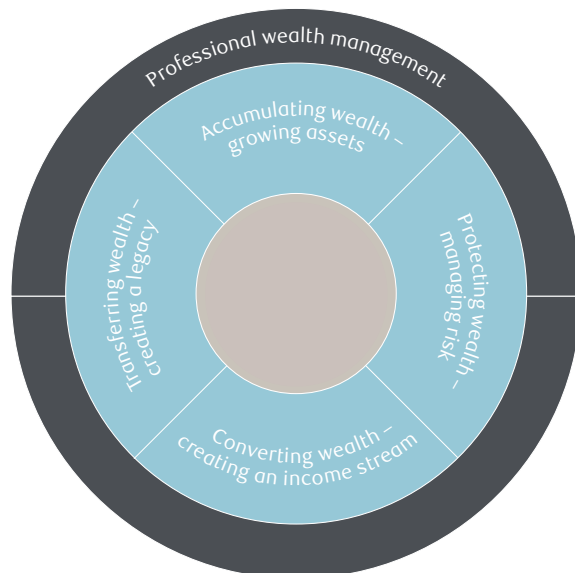
investment philosophy is very simple: Harness the power of dividends.

We will take the time to know you and your story, and through developing your wealth management plan, we come to understand your objectives and tolerance for risk. We will create a customized portfolio that will work for your unique needs. Our role is not just to advise but also manage your portfolio and keep you on your path. Whether you have a small or substantial allocation of stocks in your portfolio, we recommend good quality, blue chip companies that pay a decent dividend and have a history of increasing their dividends over time.

Comprehensive wealth management



Wealth planning for each life stage

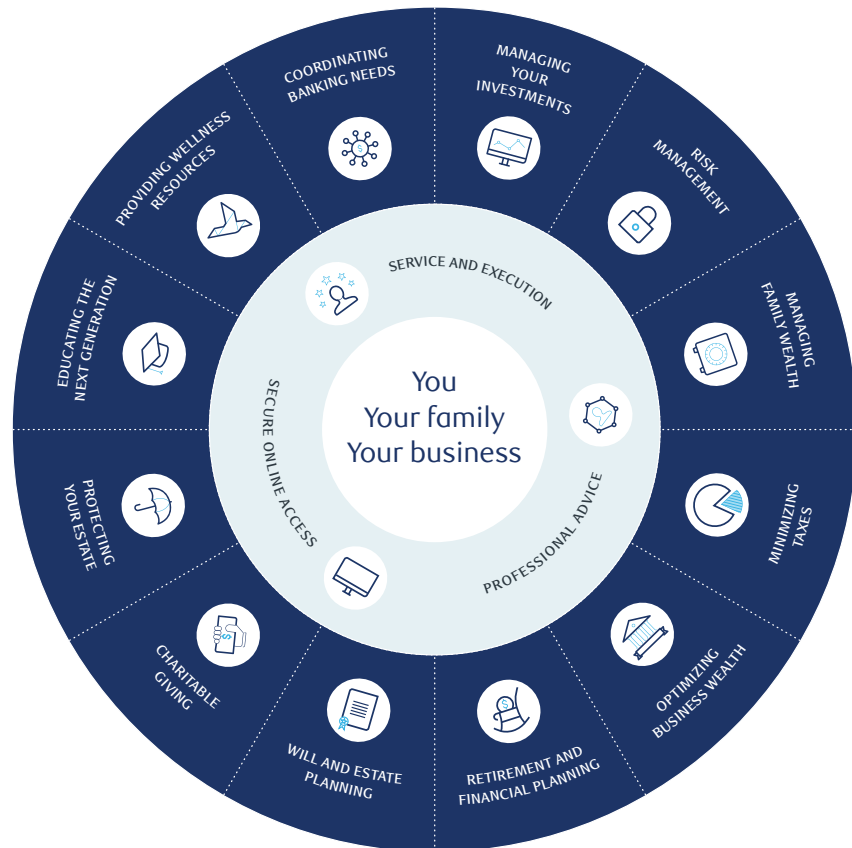




Experience the difference with full-service wealth management

At RBC Dominion Securities, we offer full-service wealth management. That means you can benefit from a wide range of services to meet your financial, investment, retirement, tax and estate planning needs. What's more, many of these services are offered at no additional cost to you.

- Core offering
- Expanded offering



Learn how full-service wealth management can benefit you and your family – contact us today.

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