

In preparation for today's meeting, I thought it would be appropriate to deliver to you written responses to the **Financial Planning Standard Council of Canada's** list of suggested interview questions one should ask when seeking financial advice or services. My answers are as follows, if you have a question or a thought, please feel free to contact me at any time. Please know that I am grateful for this opportunity.

The ten questions you should ask before accepting financial planning or advice.

### 1. What are your qualifications?

- |   |   |
|---|---|
| 1. Graduate: Post-secondary education, Business Finance, 1998 | Certificate, Fellowship of the Canadian Securities Institute (FCSI) |
| 2. Financial Planning Certificate, 2002                       | Certificate, Registered Retirement Consultant (RRC)                 |
| 3. CFP designation, 2002                                      | Certificate, Financial Management Advisor (FMA)                     |
| 4. Major designations and certificate programs completed:     | 5. I professionally maintain the CFP and CIM designations           |
| <b>Designation, Certified Financial Planner (CFP)</b>         | 6. Designations Resigned: FCSI, CSWP   Reason: redundant            |
| <b>Designation, Chartered Investment Manager (CIM)</b>        | 7. Future programs/Educational goals: TEP designation (STEP)        |
| Designation, Chartered Strategic Wealth Professional (CSWP)   |   |
| Certificate, Financial Planning, (CAIFA)                      |   |

### 2. What experience do you have?

- |   |   |
|---|---|
| 1. Since 1998. 22 years of experience in the financial industry             | 4. Private practice, Independent, Financial Planner, 2005   |
| 2. Career Start: Canada Trust, 1998, Customer service                       | 5. <b>Today my practice focuses on wealth management, retirement planning, estate, and tax services</b> |
| 3. Investment and wealth management, Canada Trust Investment Services, 1999 |   |

### 3. Will you be the only person working with me?

Yes. Stratford Financial Planning Inc. is a wholly owned private practice based in Stratford, Ontario, Canada, with no ties to any financial institutions or other financial service providers. All financial strategies and recommendations are made in lieu of the products they represent, and all services are conducted on-site. We'll also provide direction with how best to implement your action plan.

### 4. Are you regulated by any organizations?

- Investment Industry Regulatory Organization of Canada, IIROC, Provinces: Ontario, Nova Scotia, British Columbia
- Financial Services Commission of Ontario | Nova Scotia Superintendent of Insurance
- Financial Planning Standard Council of Canada
- Canadian Securities Institute

### 5. What's your approach to financial planning? Updated

For me, financial planning is a labour of love. I believe a true plan enhances economic awareness and personal well being for everyone involved. By establishing an easy to understand overview of journey together. It requires discipline, knowledge, and experience to improve an individual's decision-making processes when serving their own best interests. I believe if I am to add true value to your life, my approach must go well beyond the review of budgets, retirement income strategies and investment management plans.

Every plan I prepare encompasses an overview of your financial situation, goals, and concerns. An analysis and evaluation is preformed while considering life's generalities and possible deviations so the recommendations bring you closer to planned outcome. Plans only work if the action plan works therefore, I offer a detailed yet simple plan of action with my recommendations with no product or carrier suggestions (mandatory). All plans must remain independent and objective.

For completed plans, your goal should be to implement the recommendations in a timely fashion by the timetable provided either on your own with the help of your current advisor. Of course, you may also retain our services to assist as well.

## 6. Who, besides me, benefits from your recommendations?

Shaun J Smith and Stratford Financial Planning Inc. have no third-party affiliations

## 7. What services do you offer?

The services I provide have evolved over the years but now primarily fall into five main categories. Some clients come to me to gain insight on concerns they wish to work out with me one-on-one, while most seek advice, on-going support and a relationship they can depend on.

### Wealth management services

- Portfolio management, reviews & analysis
- Investment asset selection and implementation
- Written personal investment goals/guidelines
- Seminars - investment products in Canada/World

As a wealth management client, we offer financial planning and personal Financial Administration for free, for example:

- Assistance through major financial transitions
- Interpreting financial policies and procedures
- Resolution of conflicts or clerical inaccuracies
- Negotiating/clarifying financial terms before purchase
- Executor/Executrix assistance

### Fee only services

#### Financial planning

- Estate organization and set up
- Retirement income planning
- Pensions, severances & life transitions
- Writing a time-lining for financial products

#### Tax services

- Tax preparation services
- Tax planning & projections

**Comprehensive financial planning is by invitation only**

## 8. How will I pay for your services?

By cash, cheque, e-transfer or direct withdrawal

## 9. How much do you typically charge for planning or advice?

Wealth management, Fee based accounts – Based on asset under management – includes financial planning and advice

Financial Services – Financial Advice, \$85/half hour | Financial Plans, up to \$300.00/hour

Tax Preparation: 2019-2020: Starts at \$80 per person | \$150 per couple

10. Can I have your responses to the FPSC 10 interview questions in writing? **Yes.**

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Our services are designed for people who need answers to their concerns or for those who want to expand on big ideas. We can help you explore a wide range of opportunities and identify the challenges that relate to your financial life.

Everyday is a great opportunity for you to ask questions regarding your finances, taxes, investments, or on any personal financial event. It is always my pleasure to help.