

## Value of Financial Advice

You may be seeking a financial advisor for various reasons. Some reasons may include help with planning for your retirement, minimizing your tax liability, saving for a specific financial goal, or navigating the stock market. You may be looking for help with life's questions, such as what is your life vision? How do you define success? What legacy do you want to leave? No matter why you seek a financial advisor, ideally you want to get to a place where you feel financially secure. The first step is deciding what type of advice you need and how much you are willing to pay for it. Common questions that investors ask themselves are: What will I get for my money? How will it benefit me? In other words—what is the value of advice?

## What Financial Advisors Do

- Financial position analysis
- Income tax planning
- Asset and income protection planning
- Estate Planning
- Investment planning
- Manage investment risk and preserve capital
- Provide expertise related to investment strategies
- Investment performance evaluation
- Provide education about various strategies
- Financial goal setting and prioritization
- Guidance with difficult investment decisions
- Provide third party endorsement of investment decisions and actions
- Retirement Planning
- Establish a future income stream from the portfolio
- Responsible investing

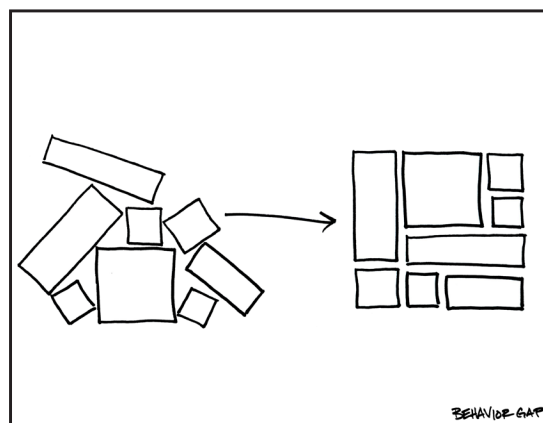
## How Financial Advisors Help

A good financial advisor will help you get organized and stay focused. Together, you and your financial advisor can build a plan that reflects your goals as they change over time.

**You Don't Have to Manage Your Portfolio By Yourself:** You are not alone. Your financial advisor will walk beside you. You may not have the time or desire to manage your own portfolio. You don't have to worry about the details of your investments or your financial plan. In addition, investors often tell us they don't know what they don't know. Financial advisors can provide financial coaching and advice with a fiduciary standard of care in a trusting and transparent environment.

**Big Picture Perspective:** Experienced professionals can help you stay on course with a long-term comprehensive strategy. They can help you avoid the pitfalls of emotional biases that often plague investors during times of market volatility. A financial advisor will help you stay disciplined, reducing the emotional component in the decision-making process. Financial advisors can help you articulate your long-term investment goals and strategies, select tax-efficient investments, and manage your portfolio and asset allocations. They can also provide ongoing investment monitoring and risk analysis.

**Accessible and Responsive Client Service:** You deserve great communication from your financial professionals. A financial advisor will take the time to really listen to you and respond to your requests in a timely manner. Financial advice works best when built on a strong advisor-client relationship. Life is not always perfect, but as far as possible, a relationship with a trusted financial advisor could help you achieve peace of mind.



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