

# A Husband's Point Of View

## A.M.H. Financial Services



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### INSIDE THIS ISSUE:

Financial Advisers	1
Professional Advice Priceless	2
The Value of Financial Advice	3
Our Mission	4



### On the Lighter Side

Benign: What you'll be after eight.

What do you call a pig that does karate? A pork chop

How much money does a skunk have? One scent

How can you double your money? By folding it in half

Why was the archaeologist depressed? His career was in ruins.

You may have noticed that the banks have been in the media lately for questionable business practices. The CBC aired a report recently exposing the banks for forcing their employees to sell products to their clients whether it was beneficial to those clients or not. Also they are now using the term "financial advisor" in a deceptive way. This month I would like to provide some clarification about what the banks are doing and why it is better to deal with a Financial Adviser such as myself rather than the banks.

A common trick for misleading customers is the banking industry's use of the term "financial advisor" — spelled with an "o." "Advisor" is an unregulated title that anyone can use, whereas the title "adviser" — spelled with an "e" — can only be used if the employee has a fiduciary responsibility to the client. Advisors can sell you the third, fourth, fifth or least beneficial product to you, They do that a great deal of the time if it makes them more commissions, or if their bank manager is telling them they need to sell more of the house-brand product. The Ontario Securities Commission confirms that "adviser" is a legal term under securities law that describes a person or company that is registered to give advice about securities, whereas "advisor" is not.

A recent report by the Small Investor Protection Association found there are 121,000 people registered as financial professionals in Canada, and the vast majority are registered as dealing representatives — salespeople licensed to sell financial investments. Only about 4,000 of these registered financial professionals have a fiduciary duty, which is a legal obligation to act in the client's best interest.

What this means is that while bank employees are calling themselves "Financial Advisors" all that title really means is they are licensed to sell financial investments. They have no responsibility to you the client. Their only concern is the bottom line for the financial institution they work for and their own commissions.

I on the other hand work solely for my clients. I spend time getting to know them and what their goals are. I am not tied to any product or institution so I am able to give advice that is solely in the clients best interest. I have been in the industry for over 40 years so I am not here today gone tomorrow!

For more information or to book an appointment to speak to me about your financial portfolio please call me at (780) 425-4058.



**A Husband's  
Point of  
View**

## Professional Advice Priceless



**Create and build  
your wealth!**

It's been proven in study after study. And it's also been, more importantly, proven in the real life of millions of Canadians. The best way to achieve your financial and retirement goals is having access to sound financial advice grounded in a comprehensive financial plan. Canadians, regardless of income level or how many assets they have, value professional financial advice, according to the Investment Funds Institute of Canada value of advice report.

The research concluded: Advice has a positive and significant impact on financial assets. Advisers perform tasks vital in the financial lives of their clients including improved financial literacy, developing a culture of savings and investment, developing and executing a financial plan, selecting appropriate financial vehicles and products and improving investment decision-making. Advice positively impacts retirement readiness. Canadians trust their advisers, feel positive toward them and feel more confident they will have enough money to retire comfortably.

A comprehensive financial plan should include investment planning, cash flow planning, education planning, estate planning, insurance planning, retirement planning, and tax planning. To be successful, your plan must be tailored to you. It makes sense to seek the advice of a financial adviser who will take you through this six-step planning process.

- 1. Goal setting** To define and prioritize your goals and concerns.
- 2. Data gathering** Gathering all the pertinent financial information to understand your current financial situation
- 3. Financial analysis** Assess the data to determine whether you are on track to achieve your financial life goals, and to identify alternative strategies to achieve those goals. This includes a review of how to reduce your taxes; whether you'll have enough income to cover your retirement expenses; and strategies for protecting your family and income should you become disabled or die unexpectedly.
- 4. Plan formulation** and recommendations Developing a written financial plan containing recommendations and an action plan for achieving your financial goals and improving your overall financial life.
- 5. Plan implementation** Taking action to implement the solutions that have been agreed upon.
- 6. Monitoring and plan review** Financial planning is not a one-time event. You should review your plan regularly, ideally at least annually or as major life events occur.

There you have it.

It takes just six straightforward steps to start on building your personal financial plan. Be sure you get the advice you need by talking to a financial adviser with the team, qualifications and tools you can count on.

Andy Husband is a certified financial planner here at AMH Financial Services. You can reach him at [info@amhfinancial.ca](mailto:info@amhfinancial.ca)

At AMH Financial we look at our business differently. Our role as your financial council is a serious one. And we don't take it lightly. We treat our clients as valued partners. We embrace their goals and make them our own. Sharing your dreams and plans with someone can be scary and intimidating for most people. It requires trust. We unfortunately see many financial planners abuse this trust in pursuit of higher commissions. A lack of education on basic investment, life insurance principles, and financial planning leaves the average person susceptible to fast talking hard selling advisors who may or may not have your best interests at heart. We created our financial process to position ourselves as our clients exclusive trusted financial counsel. Someone you can rely on to have open and honest conversations about planning for money, death, and taxes.

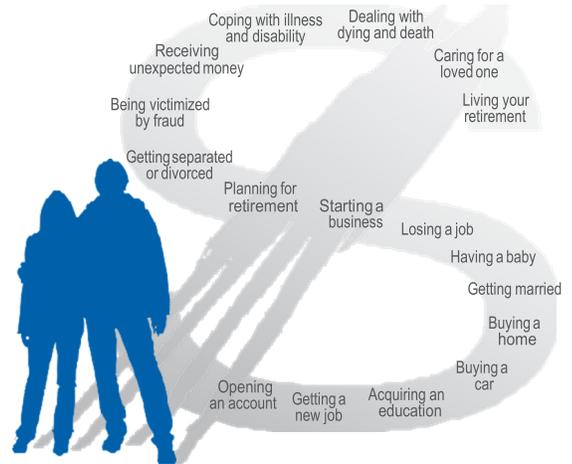
**(780) 425-4058**

# The Value of Financial Advice

## Financial advice spans entire life cycle of Canadian families

Professional financial advisors help Canadians prepare for important events and needs throughout their lives, and to become more financially self-sufficient. Financial advisers play a fundamental role in raising the financial literacy of their clients. More and better financial advice improves the financial literacy of consumers. The Task Force on Financial Literacy concludes that Canadians require financial literacy training throughout their lives. Among its key recommendations:

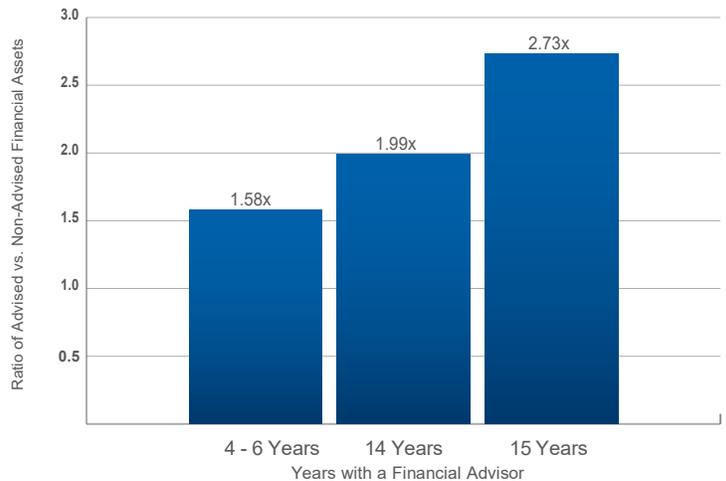
... that the Government of Canada, in partnership with stakeholders, provide tools to help Canadians become better informed about the role and benefits of professional financial advice, as well as how to choose a financial practitioner.



## Canadian households are much better off when they receive professional financial advice

Professional financial advisers help Canadians to save and plan for their future, and to protect the savings they have accumulated through comprehensive planning and a wide range of life and health insurance and investment solutions. People who receive financial advice accumulate significantly more financial wealth, are better protected, and are better prepared for retirement and unexpected events than people who do not receive advice.

Growth in Financial Assets Over Time of Households that Received Advice Compared to Those That Did Not Receive Advice



Financial Advisor  
Since 1976



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FINANCIAL  
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**www.amhfinancial.ca**

### TRIVIA

1. What poet wrote *The Divine Comedy*?
2. A fatal epidemic disease is called what?
3. Maria Callas was a famous inventor, opera singer, or actress?
4. The name given to a periphery of a crater is a circle or a rim?
5. A long scarf made of soft material or feathers is known as what?

Answers  
1. Dante  
2. Plague  
3. Opera Singer  
4. Rim  
5. A boa



**MY COMMITMENT AS A FINANCIAL ADVISOR IS TO HELP PEOPLE TO REACH THEIR FINANCIAL GOALS. IF YOU HAVE A FAMILY MEMBER, FRIEND OR COLLEAGUE WHO YOU FEEL COULD BENEFIT FROM A CONVERSATION WITH ME, I WOULD BE PLEASED TO SPEAK WITH THEM WITHOUT OBLIGATION.**

I believe that every individual has an unalienable right to make the best and most effective use of hard-earned income, to have easy access to up-to-date and informed advice, and to be able to provide for short and long-term requirements.

I am committed to serving the individual customer with investment and financial portfolios which will meet current needs and provide for future requirements and situations.



My mission is to help you to make an educated decision that you are comfortable with!



### Worth Quoting

Friendship is a sheltering tree.  
- Samuel Taylor Coleridge

If you truly love nature, you will find beauty everywhere.  
- Vincent Van Gogh

In all things of nature, there is something of the marvelous.  
- Aristotle

He who wants a rose must respect the thorn.  
- Persian Proverb

### DID YOU KNOW

When looking for a little extra vitamin C, most people reach for an orange. In fact, strawberries are also a great choice. By weight, these berries contain a little more of this vitamin than oranges, and they have fewer calories.

The king cobra is the only species of snake that builds nests for its eggs. They will guard the nest to the death but, otherwise, will avoid encounters with people. King cobras can grow to be 18 feet long.