/WEALTH & ESTATE PLANNING

Case Study

A senior executive based in Toronto, David is planning his upcoming retirement. He needs to update his financial plan to ensure that it is well-suited and tax-efficient for his significant life transition.

PROBLEM/OPPORTUNITY

When it comes to managing his finances, David currently works with three specialists – an accountant, insurance broker and investment advisor.

Upon recommendation from his accountant, David looked to his insurance broker for advice on tax-efficient solutions within his investment portfolio.

David shared the proposed solution with his Canaccord Genuity Wealth Management (CGWM) Investment Advisor who encouraged him to have the internal Wealth and Estate Planning team review the proposal. David's investment advisor was confident that the team would be able to provide additional value, not only in alternative products, but also in offering a holistic financial plan.

SOLUTION

To recognize the opportunity, the wealth and estate planning team developed a thorough understanding of David's objectives and recommended alternative products that were better suited to David's overall financial goals. Performing an industry-wide competitive analysis, David was presented with multiple options and chose a solution that included an **immediate death benefit of more than $3 million over what the external insurance broker that proposed**. He and his family now have a living document that will guide them in making important financial decisions as they embark on this next chapter.

OUR COMPETITIVE ADVANTAGE

We collaborate across business lines to uncover your entire financial picture, working together to put a plan in place that puts your best interest and goals first. Utilizing a client-focused approach and conducting a fulsome analysis allows us to prioritize your best interests and build a holistic financial plan.

As an independent wealth management firm, our investment advisors have access to a broad range of products and the autonomy to engage with every seller in the Canadian market which enables a breadth of diverse and customized solutions.

"By bringing our Wealth and Estate Planning team into the conversation, I was not only able to provide my client with substantial value, but it has also served to strengthen our relationship and increase trust that I am working in the best interest of my client."

- Investment Advisor, CGWM

Contact a CGWM Investment Advisor today to learn how our knowledgeable in-house teams can provide a customized financial plan and help you to achieve your financial goals.