

*“No airplane can take off without a flight plan; no ship can sail without a plotted course- and no family can contemplate a successful financial journey without a comprehensive plan.”*

Nick Murray

Author – The New Financial Planner

## Without a doubt.

Making money and knowing how to manage it are mutually exclusive skills. There isn't a direct path between the two. That's why it's important to have an experienced and trustworthy guide showing you how to get where you want to go.

Your finances won't take care of themselves. **YOU** have to do it. But you don't have to do it alone. While most people realize this, they put off seeking professional advice because they have preconceived ideas about working with a financial adviser.

We can't speak for other firms, but we can dash some of these myths with regard to the experience you'll have with Efficient Personal Financial Planning Service. At Efficient Wealth Management, we think it is our professional duty to not only deliver advisory services to our clients, but to do so efficiently and to ensure that maximum value is received.

Here are some of the more common financial planning myths, along with the refreshing reality you'll find at Efficient.

Financial Planning Myth	Reality at Efficient
It's too complicated and time-consuming.	It's easy, because we do the homework for you. Once you complete our questionnaire, one of our experienced financial planners will delve into your complete financial picture and lead you through the rest of the process.
It's too expensive.	It's too expensive not to get help. You've worked hard to build your portfolio, so think of it as protecting your investment. Plus, as you'll see in our fee schedule, our service is an incomparable value.
I don't have enough assets to need it.	If you have goals, we can help you meet them, no matter what your level of assets.
I can do it by myself. I don't need help.	There's a difference between managing your finances and managing your finances optimally. In this complex market and tax environment, we can provide a much-needed second opinion to ensure that you're on target to meet your goals.
I played around with an online service—this can't be much different.	Computers can only do so much. They might give you an answer, but it may not be the only answer or even the right answer. One of our professional planners, however, can help you resolve the issues that are most important to you.
I deal with so many advice sources already—my CA, lawyer, insurance agent, broker. Do I really need one more?	Those other sources simply can't provide the kind of advice that Efficient offers. What's more, our professionals have the knowledge and expertise to bring all those other elements together.
Getting advice will just lead to a sales pitch.	Not at Efficient. Since our planners receive no commissions on the advice they provide, you will get only impartial, informed advice, not annoying, high-pressure sales tactics.
The advice you get is all cookie-cutter; everybody gets the same spiel.	Again, not at Efficient. We do employ a consistent approach to our recommendations and avoid favour-of-the-month fads, but our methods are anything but cookie-cutter. We realize that every investor is unique, and we tailor our advice to your unique circumstances.



Efficient Wealth Management is a leader in cost efficient financial planning. We have developed cost efficient strategies for managing the wealth of investors, both small and large.



We endeavour to provide unbiased, independent, superior financial planning and wealth management services, on a fee only basis.

*“Most investors will find the best way to own common stocks is through an index fund that charges minimal fees. Those following this path are sure to beat the net results, after fees, delivered by most mutual fund managers.”*

Warren Buffett  
Chairman, Berkshire Hathaway

# COSTS DO MATTER

Look at the following chart and determine how much more you could keep in your pocket after a 20-year period, if you could reduce the overall fees in your portfolio by just 1% using an index fund or an exchange traded funds:

<u>START VALUE</u>	<u>RETURN OF 7%</u>	<u>RETURN OF 8%</u>	<u>YOUR SAVINGS</u>
\$100,000	\$386,000	\$466,000	\$80,000
\$250,000	\$967,000	\$1,165,000	\$198,000
\$700,000	\$2,700,000	\$3,262,000	\$562,000

At Efficient Wealth Management, we believe that costs do matter. Everyday, more questions are being asked about the high cost of mutual funds and the advisory system in Canada. It is too often true that investors are paying too much for too little.

*"Finally, the irony that our results become stronger as the holding period becomes longer is lost on us. The long-term, buy and hold investor, for whom funds are designed and to whom they are marketed, is also the person most harmed, as high expenses exact their inevitable toll on long-term performance."*

Gene Hochachka, Analyst

**Call us. We can help!**



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