

# Just what do these fees PAY FOR?

WITH INCREASED FEE AWARENESS, MANY INVESTORS MAY REACT WITH A NUMBER OF QUESTIONS TO THE FEES THEY PAY FOR MUTUAL FUNDS.

“ What do I get for the 2% fee that I’m paying? What does this fee cover? How can you justify this fee? ”

Don’t assume your clients know all the services you provide for the fees they pay. Give them the information they need so that they can be comfortable knowing what they are receiving for the fees they pay.



**HOW YOUR PARTNERS EARN THEIR FEES**  
Mutual Fund Company



Access	Investment management and monitoring	Reporting and administration
<ul style="list-style-type: none"> <li>Professional portfolio managers with proven skills and expertise</li> <li>Capital market opportunities across the globe</li> <li>Diversified investment portfolios at a much lower cost than with the purchase of individual securities</li> <li>Extensive variety of product choices</li> <li>Tax-efficient products such as corporate class funds</li> <li>Robust infrastructure and state-of-the-art technology to ensure timely trade executions</li> <li>Flexible series options to choose from such as currency hedged, DCAF and customizable monthly cash flow</li> </ul>	<ul style="list-style-type: none"> <li>Actively managed portfolios that aim to identify opportunities and capitalize on changing market conditions</li> <li>Disciplined approach to investing using fundamental, technical, and quantitative analysis</li> <li>Rigorous security selection process</li> <li>Various investment strategies utilized to tactically mitigate risk</li> <li>A team that continually evaluates the markets and assesses portfolio holdings</li> <li>Ongoing monitoring on a security and portfolio level</li> </ul>	<ul style="list-style-type: none"> <li>Bookkeeping, administration and fund operations</li> <li>Fund valuation and trustee services</li> <li>Safekeeping and custodial services</li> <li>Registrar and transfer agency</li> <li>Production, mailing and filing of regulatory documents</li> <li>Annual and semi-annual financial reports of the fund</li> <li>Accounting, audit, compliance and legal services</li> <li>Independent review committee</li> </ul>



**HOW YOU EARN YOUR FEES**  
Dealers/Financial Advisors

Discovery	Active Advice	Portfolio management and review
<ul style="list-style-type: none"> <li>Determine client’s goals and objectives</li> <li>Guide clients to think about, plan and prioritize their financial goals</li> <li>Understand financial demands and needs</li> <li>Evaluate risk tolerance</li> <li>Investigate investment constraints                             <ul style="list-style-type: none"> <li>Liquidity</li> <li>Time horizon</li> <li>Tax concerns</li> <li>Legal and regulatory</li> <li>Unique circumstances</li> </ul> </li> <li>Comprehensive assessment of client’s overall financial picture</li> </ul>	<ul style="list-style-type: none"> <li>Professional and unbiased financial advice via one-on-one meetings, telephone, email</li> <li>Keep clients on track</li> <li>Proactively stay in touch with clients</li> <li>Research and suggest possible alternatives that could meet goals</li> <li>Behavioural finance coaching - manage client’s emotional state and prevent irrational investment habits</li> <li>Protect against poor financial decisions</li> </ul>	<ul style="list-style-type: none"> <li>Continuous portfolio review and evaluation</li> <li>Research the market to determine suitability of trade</li> <li>Analyze economic and financial landscape</li> <li>Investment recommendation and strategies based on client’s financial situation</li> <li>Structure investments to maximize tax efficiency</li> <li>Pre-trade analysis and risk disclosure associated with recommendations</li> <li>Portfolio rebalancing</li> <li>Portfolio repositioning during major life transitions</li> </ul>
Wealth planning	Administration and oversight	Due diligence and skill development
<ul style="list-style-type: none"> <li>Investment Policy Statements</li> <li>Personalized financial planning</li> <li>Cash management</li> <li>Retirement planning</li> <li>Insurance planning</li> <li>Trust and estate planning</li> </ul>	<ul style="list-style-type: none"> <li>Negotiate best terms with the product providers on the clients’ behalf</li> <li>Compliance</li> <li>Business insurance</li> <li>Trading policy adherence and money-laundering protection</li> <li>Advisor’s licensing dues</li> <li>Production and issuance of account statements and client reporting</li> <li>Other overhead expenses</li> </ul>	<ul style="list-style-type: none"> <li>Keep current on changes in the investment world</li> <li>Review, consolidate and make sense of extensive information from product providers on behalf of the clients</li> <li>Continuing education courses</li> <li>Participate in workshops, webcasts and webinars</li> <li>Company research conferences and seminars</li> </ul>