



THE INVESTORS GROUP

Advantage™

*Make it yours!*



 Investors  
Group™



# Congratulations!

## You're considering an industry leader

*Investors Group provides you with:*

- An entrepreneurial environment
- Industry-leading training
- Flexibility and independence
- Mentorship and support
- Exceptional income potential
- Support for community involvement

*Investors Group offers an entrepreneurial environment that gives you the freedom and flexibility to run your own business, the mentoring and support of a network of respected professionals to help you build your practice and the opportunity to achieve wealth and success in your career.*



# The Investors Group Vision Statement

Our vision is to be the best financial services company serving the long term needs of individual Canadians.

## *At Investors Group:*

We relate to our diverse clients through

*Comprehensive Planning*

In all of our endeavours we are

*Diligent In Our Efforts*

We respect each other and the communities we serve by being

*People Who Care*



# The Advantage of industry leadership...

## *Investors Group*

- Over 80 years strong
- 110 financial planning centres across Canada
- 4,600 professional financial Consultants
- \$59-billion in assets under administration for 1 million Canadian clients<sup>1</sup>
- Over \$50-billion of insurance coverage<sup>2</sup>
- Over \$9.0-billion in banking and mortgage loans<sup>1</sup>
- Investors Group is a subsidiary of IGM Financial Inc. – a publicly traded (TSX:IGM) corporation
  - *IGM is Canada's largest manager and distributor of mutual funds and other managed asset products, with over \$123 billion in total assets under management<sup>1</sup>*
  - *Fourth largest publicly traded global asset manager by market capitalization<sup>3</sup>*
  - *In addition to Investors Group, IGM's business units include Mackenzie Financial Corporation and Investment Planning Counsel*
  - *IGM is a member of the Power Financial Corporation group of companies.*

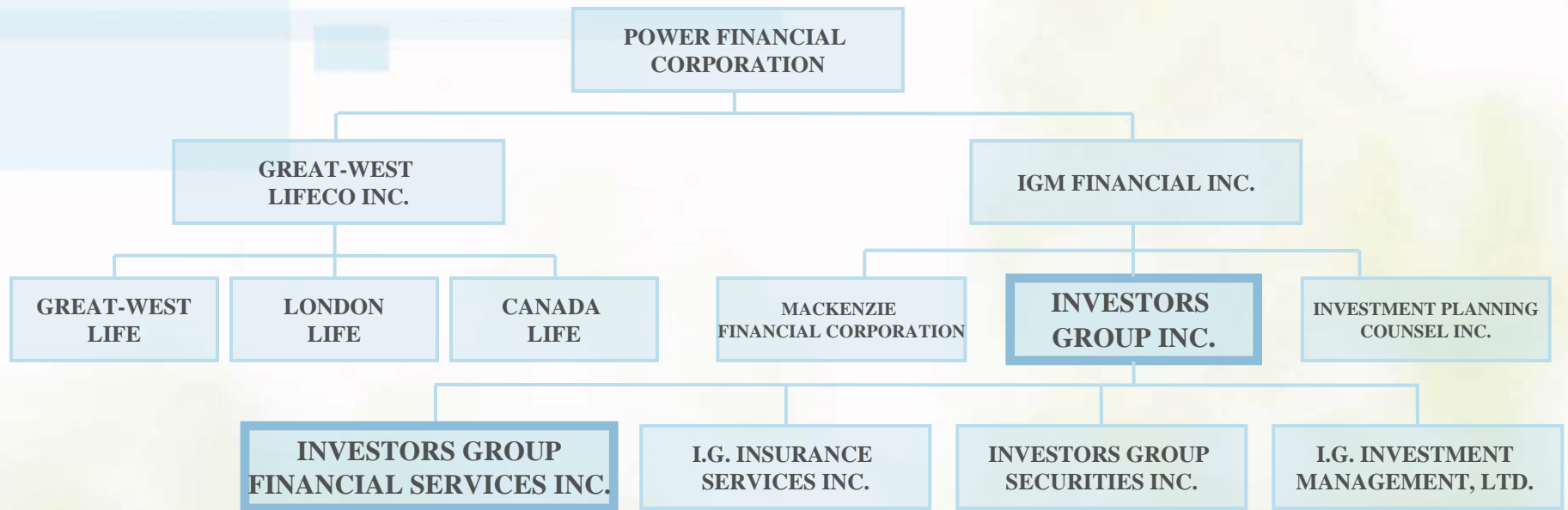
1. As of March 31, 2010

2. As of Dec 2009

3. Source: Bloomberg, as of December 2009,

# The Advantage of industry leadership...

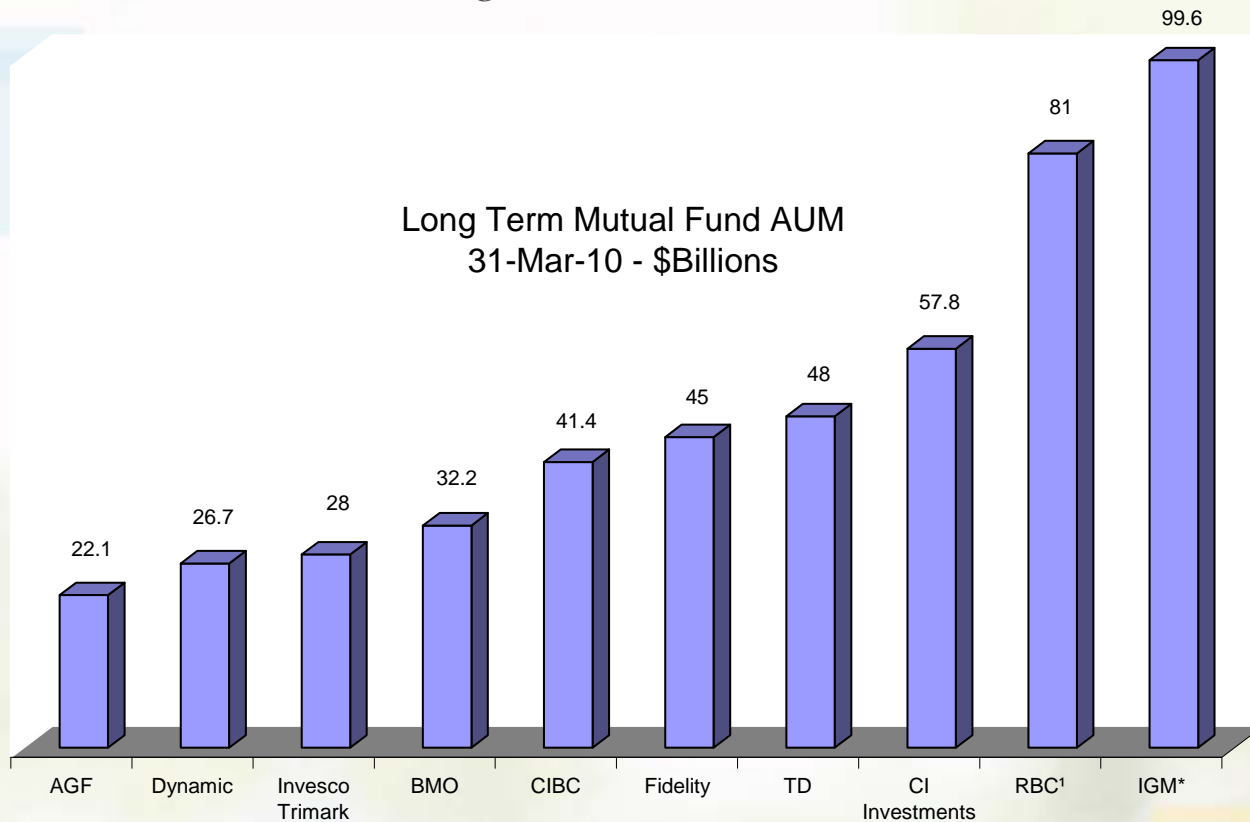
*A success story backed by a family of proven performers*



Simplified organization chart shown, for full organization chart visit [www.powerfinancial.com](http://www.powerfinancial.com)

# The Advantage of industry leadership...

*IGM Financial is the largest mutual fund manager in Canada based on long term mutual fund assets under management as at March 2010.*



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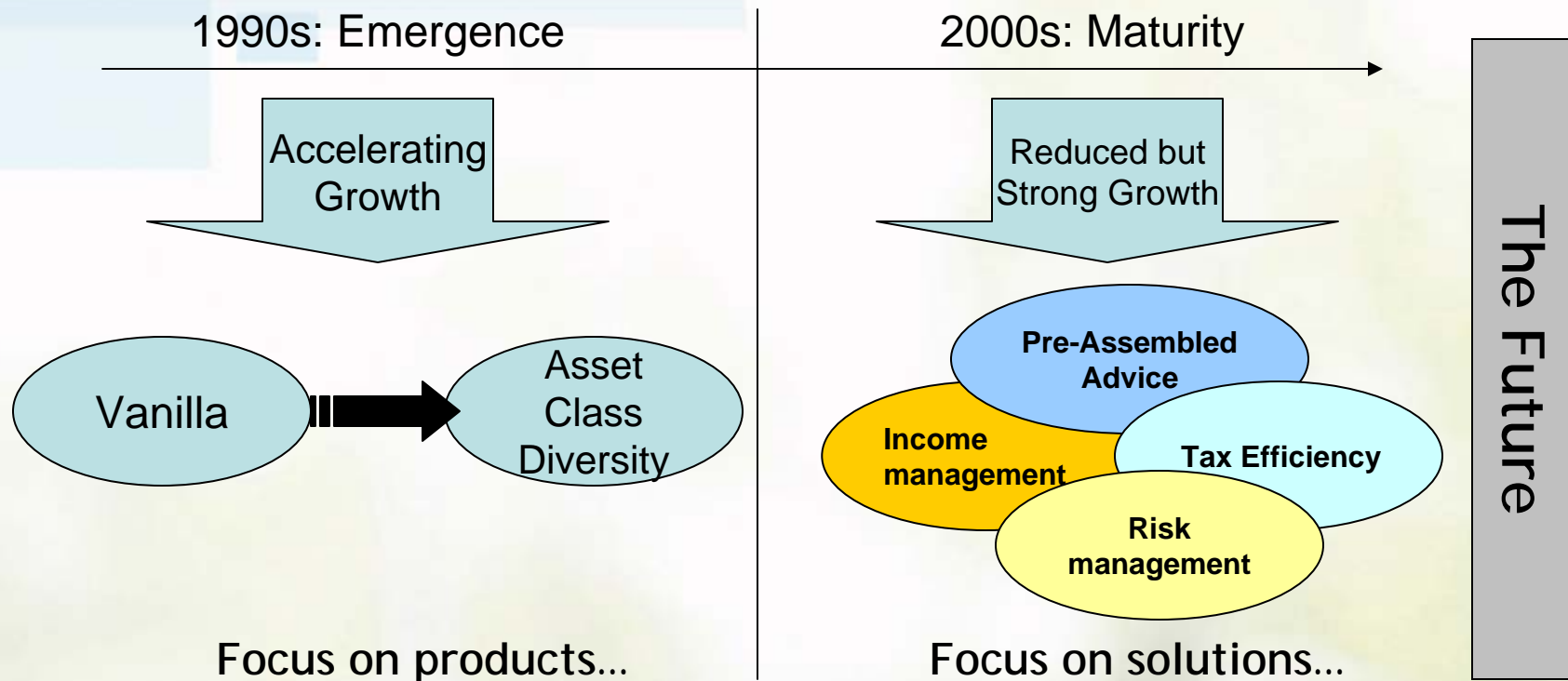
Source - IFIC

\* Including Mackenzie & Counsel

<sup>1</sup> Including Philips Hager North

# The Advantage of industry leadership...

- The Industry has evolved over the last decade.



\* Source: Investors Economic Insight January 2009 Annual Industry Review.





# The Advantage of industry leadership...

*For three consecutive years named the top “full-service dealer” in the financial planning industry\**

- Personal approach to financial planning
- Culture of coaching and mentorship
- Industry-leading training and support
- Competitive compensation and benefits

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8 \* Source: [Investment Executive Dealers Report Card](#), June 2008, 2009 and 2010. The ranking is based on anonymous responses of Consultants from a number of financial services companies surveyed by Investment Executive. Those surveyed were chosen at random, and their participation was voluntary. They were asked to rate their firms' performance in various categories.





# The Advantage of the great career opportunity...

- Consultants come from a wide range of backgrounds and bring a variety of skills to their practice.
  - RCMP officers
  - College instructors
  - Geologists
  - Customer service representatives
  - Students
  - Pilots
  - Law clerks
  - Personal Bankers
  - Computer sales
  - Supervisors
  - Individuals re-entering the workforce
  - School teachers
  - Financial Planners/Advisors
  - Insurance Agent/Brokers
  - Business/franchise owners
  - Administrators
  - Retail sales reps
  - Managers
  - Engineers
  - Accountants
  - Those looking to start 2<sup>nd</sup> careers
  - Professional Athletes

# The Advantage of the great career opportunity...

- Canadians have begun a massive shift of generational wealth – with an estimated \$1.2 trillion expected to change hands between 2005 – 2010<sup>1</sup>
- 53 per cent of Canadians who made an RRSP contribution spoke to a financial advisor<sup>2</sup>
- 40 per cent of single boomers don't have a financial plan designed to meet the unique needs of being single<sup>3</sup>
- 56 per cent of working Canadians feel they would not have enough money to live on if they retired completely<sup>4</sup>
- 24 per cent decided to contribute more money to their RRSP after speaking with an advisor<sup>5</sup>
- 90 per cent of Small-Medium Enterprises don't have a formal plan to sell, transfer or wind-down their business<sup>6</sup>
- New financial advisors have a once in a decade opportunity to build relationships
  - In fact, in a recent study on market volatility, 43 per cent of investors see the current market as an opportunity<sup>7</sup>...
- Of those surveyed, half of Canadians saying they need financial planning help<sup>8</sup>

#### Sources:

1. CIBC Survey, 2005

3. Harris/Decima-Investors Group poll, February 4 2008

5. Decima-Investors Group poll, March 8, 2007

7. PMG Intelligence

2. Harris/Decima-Investors Group poll, March 6 2008

4. Decima-Investors Group poll, October 2006

6. Canadian Federation of Independent Business, <http://www.cfib.ca/success/pdf/succession-2006-10.pdf>

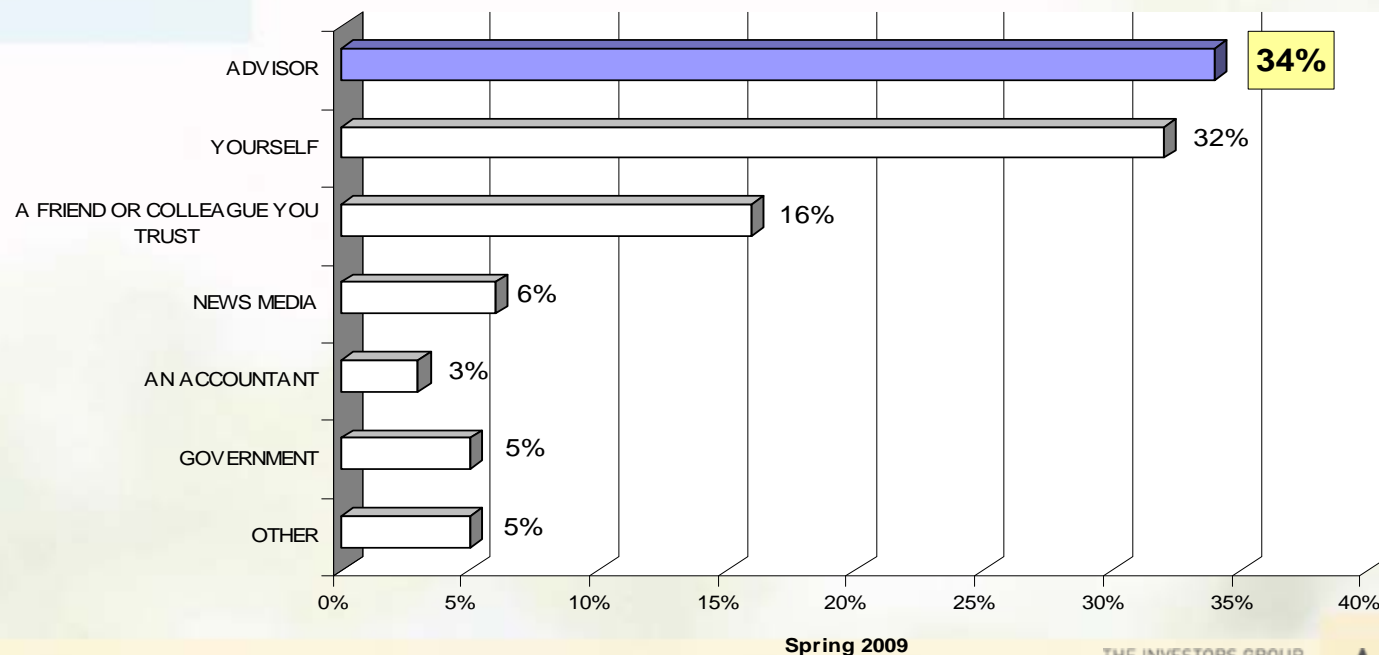
8. RBC Financial Priorities Poll was conducted by Ipsos Reid from September 10 to 17, 2009

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# The Advantage of the great career opportunity...

- Investors are leaning on the advice of advisors
  - 91% of survey participants plan to have an advisor assist them when they reach retirement
- When asked, “Who do you look to first to help ease concerns you might have during recent market events...?”



# The Advantage of the great career opportunity...

- CareerBuilder.com listed Personal Financial Advisors as the 6th fastest growing occupation for the next ten years (2006-2016).<sup>1</sup>
- In 2006, Canadian Business magazine deemed careers in financial planning as a major growth area through to 2012.<sup>2</sup>
- A Statistics Canada study from 2008 reported that the demand for financial professionals in several sectors is beyond the number of qualified individuals.<sup>2</sup>
- MSN Careers and CareerBuilder.com named “Financial Planning” education the #1 professional development program to springboard your career<sup>3</sup>
- Money Magazine and Salary.com rated careers in terms of income potential, growth, meaning, and flexibility; they rated the Financial Advisor career:<sup>4</sup>
  - 4<sup>th</sup> for those “over 50”
  - 9<sup>th</sup> for “young and restless”
- Fast Company magazine named personal finance advisor the #1 career for 2005-2009<sup>5</sup>

#### Sources:

1. “30 Top Jobs of 2008”, February 22, 2008, <http://careerbuilder.com/JobSeeker/careerbytes/CBArticle.aspx?articleID=796>
2. FPSC Bulletin – Winter 2009 <http://www.fpsc.ca/documents/bulletin-winter-2009>
3. “10 Certificate Programs That Can Add Dollar Signs to Your Résumé”, April 10, 2008, <http://msn.careerbuilder.com/Custom/MSN/CareerAdvice/ViewArticle.aspx?articleid=1342&siteid=sendpage&cbRecursionCnt=1&cbsid=4a1bf31fb9f54e0fbdf17d4576a8bab4-261163792-KG-5>
4. “Best Jobs in America: Second Acts”, 2007, <http://money.cnn.com/magazines/moneymag/bestjobs/2007/>
5. “The 25 Top Jobs for 2005-2009”, January 2005, <http://www.fastcompany.com/articles/2005/01/top-jobs-main.html>

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# The Advantage of the great business opportunity...

- Build your own business
- Low start up cost
- Ability to generate residual business income
- Opportunity to sell your business for a profit



# The Investors Group Advantage... for our clients

- The client comes first...always
- Build an achievable plan that helps Canadians reach their financial goals
- We'll train and support your efforts in developing a customized plan that matches a clients objectives at every stage of their lives
- Provide you with industry-leading investment tools and knowledgeable people who support your advice to clients
- Comprehensive financial planning including retirement, investment, tax, estate, insurance & cash management support
- Specialists to help with
  - financial, tax, and estate planning
  - Securities (Brokerage services offered through Investors Group Securities Inc.)
  - banking and mortgages
  - insurance

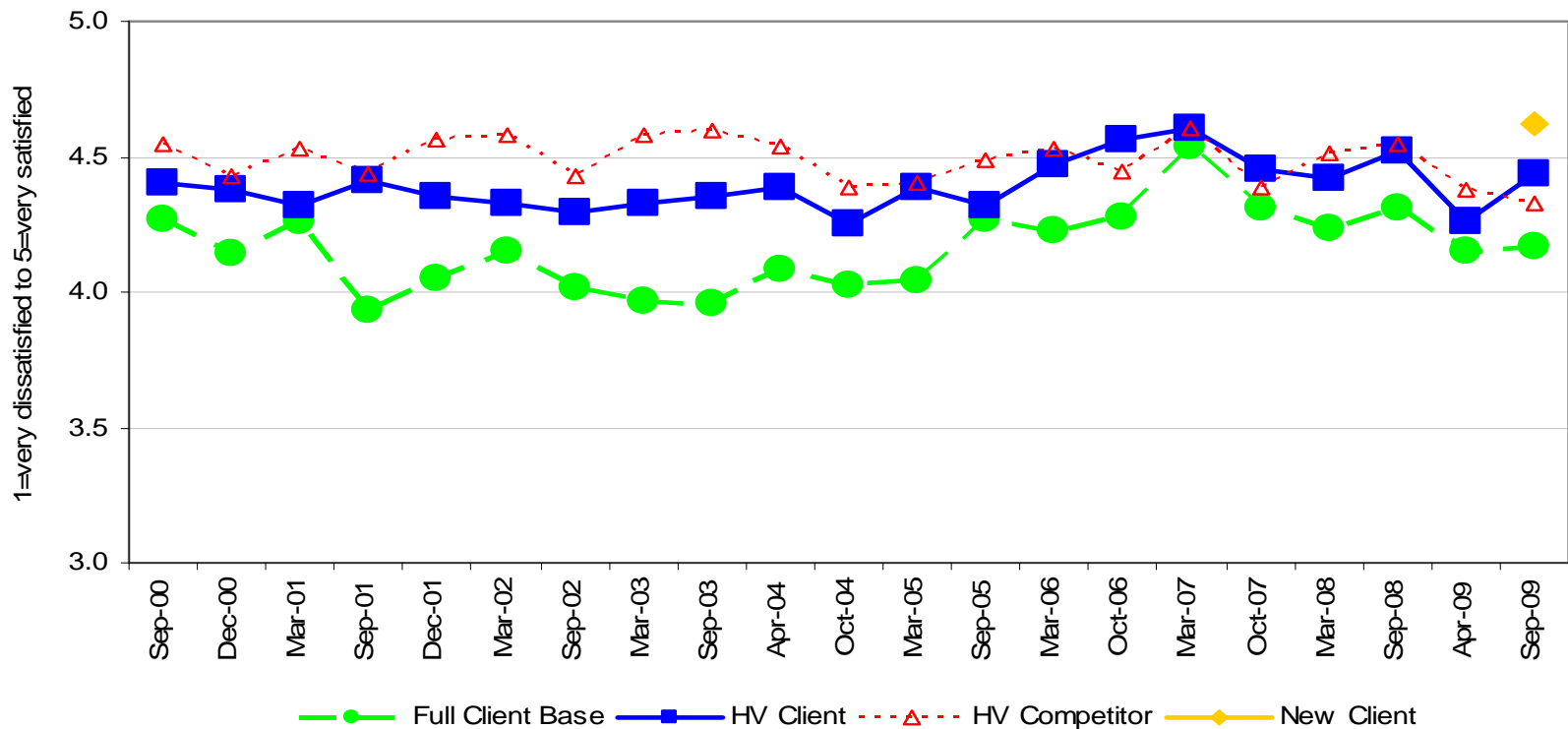
*At Investors Group you never go it alone.*

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# The Investors Group Advantage... for our clients

- Investors Group clients are highly satisfied with their Consultant, and are very likely to choose Investors Group again.







# The Advantage of professional development and mentorship

- Investors Group professional development is among the very best and it is available to you at all stages of your career
  - *Investors Group finished first in the 'Ongoing training' category of the Investment Executive 2010 Dealers Report Card - among 8 Full Service Dealers & 3 Independent Dealers*
  - *Investors Group has finished in the top 2 in this category since 2003*
- We provide to you:
  - Leading-edge technology
  - Industry experts
  - Financial planning & practice management programs and tools
- Beyond our industry recognized initial professional development, we offer regular educational conferences and seminars featuring internal experts and industry leaders
- We are also constantly updating our programs to ensure they meet the needs and exceed the expectations of all participants



# The Advantage of professional development and mentorship

- Business Development Program 1 – Investors Group’s industry-leading foundation program, covers:
  - Financial Planning Process
  - Asset Allocation
  - Business Management
  - Compliance
  - Financial Planning Tools
  - Marketing
  - Product Knowledge
  - Networking
  - Prospecting
  - Business Planning
  - Client Servicing
  - Relationship Building
  - Professional Development



# The Advantage of professional development and mentorship

- Coaching and mentoring are an integral part of our culture and our success
- You are supported by:
  - Certified Field Trainers
  - Peers in your office, your area, and right across Canada
  - Senior Consultants who've been in your shoes
  - Regional & Division Directors, who are professionally trained local leaders

*Our Consultants know what it takes to succeed in this profession, and they are keen to share their experience and their knowledge.*



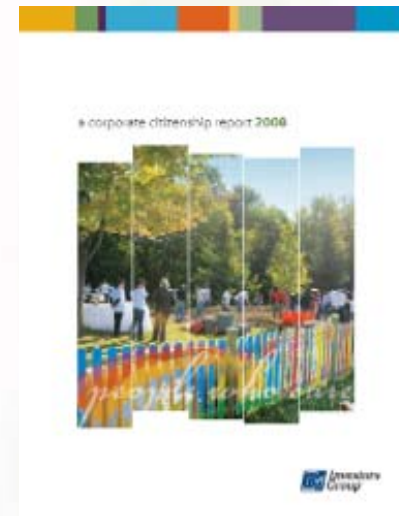
# The Advantage of award winning corporate citizenship

- A company that cares about more than the bottom line
- Founding member of the IMAGINE Canada public awareness program - designated a “Caring Company” by IMAGINE Canada
- Donate at least 1% of pre-tax income to charitable and non-profit organizations across Canada each year - \$6.3 million in 2009
- Founding member of the Corporate Council on Volunteering
- Each Consultant has access to several community relations programs supported by our office and Investors Group head office:
  - The Investors Group Volunteer Support Program provides financial assistance to non-profit organizations for whom our Consultants volunteer
  - The Investors Group Matching Gift Program matches dollar for dollar Consultant donations
  - The Investors Group Region Office Community Relations Program provides offices with their own funding to support local charities



# The Advantage of award winning corporate citizenship

- Investors Group has received eighteen awards in the last decade publicly recognizing our corporate citizenship and community support including;
  - Two time winner Canadian Sport Award
  - Four time winner National Post Business in the arts award
  - Four time winner Canadian Investment Awards “Corporate Citizenship Award including 2009



*“We have a long history of attracting people who are ambitious and people who care for those they serve, which translates into a deep interest in community needs.”*

*– Murray J. Taylor, President & CEO, Investors Group Inc.*

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# The Advantage of exceptional compensation and benefits

- Enjoy the benefits of an income as unlimited as the potential success of your business
- Potential for financial and professional rewards beyond a traditional “job”
- Support programs to get you started
- Earnings dependent on performance and results
- Recognition that grows with your practice
- We recognize:
  - Performance,
  - Business building,
  - Mentoring, and
  - Community involvement

*Our leading consultants have the opportunity to travel to world-class destinations such as Tokyo, Hong Kong, Bora Bora and Tahiti.*



# The Advantage of flexibility and independence

- Benefits of self-employment
- Control over your own destiny and success
- No glass ceiling
- Opportunity to manage all the aspects of your busy life

*As a Consultant you can have the best of both worlds – an entrepreneurial environment with no limit on what you can achieve, backed by the support and resources of one of Canada's leading personal financial services companies.*





# The Advantage of professional support

- Full suite of tools:
  - Personal financial planning software
  - Life planning software
  - Insurance illustration tools
  - Asset Allocation software
  - Client information databases
  - WiFi remote access
  - Online client view
  - Contact management software
- In-house website packed with:
  - Information
  - Resources and marketing strategies
  - Prospecting and client retention material
  - Comprehensive tax reference library



# The Advantage of professional support

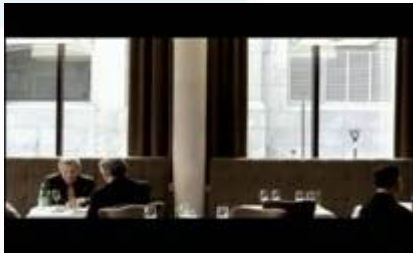
- National brand advertising
  - Globe & Mail's Report on Business released the Best Canadian Brands report for 2010, ranking Investors Group as one of the top consumer brands in the country\*
  - Investors Group stands in the Company of such heavily promoted Canadian icons as Blackberry, Shoppers Drug Mart, Canadian Tire and Tim Horton's
  - A top placement is a significant achievement and benefit to all new Consultants as you build your own professional practice
- Access to professional designed marketing and advertising programs
- Your own personal website
- Customized advertising and collateral materials
- Web based client contact program that provides cost efficient marketing campaigns tailored to create new business opportunities

*Investors Group enables you to success in today's complex financial services market*

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# The Advantage of professional support... national advertising



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# The Advantage of professional support... Marketing Tool Kit

- Industry leading, multi-language marketing tool that puts at your fingertips fully personalized, segmented, cost-efficient, and automated turnkey marketing campaigns
- Online seminar tool kits, scripts and objection handling concepts
- Annual marketing calendar that lets you leverage off national advertising, public relations and community awareness programs with your own automated Consultant turnkey campaigns
- A selection of topical media articles and four quarterly financial planning newsletters
- Select Services™ and *Review Magazine* – a free, high-value client retention program
- A selection of free “e” based marketing programs including weekly and quarterly market updates
- 24 hour access and ordering capability – order what you need when you need it!
- Options:
  - Email to clients or prospects – free!,
  - Create a PDF and print on your own printer – free!,
  - Create PDF and take to your local printer – pay local printer prices,
  - Use Head Office printing service - substantial discount to local printers!!

In total, there are over **1,500** Marketing Support Tools available for you

# The Advantage of professional Support... Marketing Action Plan



## Marketing Action Plan

### Cash Management Season

SPECIAL DELUXE EDITION

Generate cash flow this season!

The Cash Management season provides a great opportunity for you to talk with clients and prospects about managing their cash flow. To support your efforts, a cash management season marketing campaign has been created and is accompanied by an entire suite of marketing tools such as brochures, personal articles, seminars and more...

The messages you are conveying will also be reinforced nationally in Newsletters, Connections, [www.investorsgroup.com](http://www.investorsgroup.com), client statements, on-hold messages and Review.

**Featured pieces:**



Time... to think about your green in home - Ad - MP1247



Knowing what's what with mortgages... Personal article - MP1048



Sublime Banker All-in-One Brochure - MP1145

Look for this image on the home page of AdvantagePlus for full season and campaign information. Click and enter a world of marketing support.





#### TALE OF THE CASE



#### Martha Anthony: Making a difference

An exciting client knew a couple who are retired teachers in their early 60's and wanted for them. The husband had recently been diagnosed with a terminal brain tumor and they felt their situation about was pending doom. When the couple approached the situation in their client, he knew Martha had been the right person to help. Later that same night, the client received a Weekly Market Commentary email from Martha and forwarded it on to the couple as evidence of Martha's service commitment and demonstrated they will not let them see anything. The couple became clients.

- "The most important question they had when they first met me was: are you going to the UK on summer vacation?" They were told that I am planning software called PFP to determine different scenarios... what if... and they wanted me to answer their questions using the same software. I knew instinctively the husband was looking for someone he could trust to take care of his wife after his death. His wife was looking for the same."
- The client had a 401(k) plan. Due to the illness, the husband had to take a month's worth of drug costs which were covered by their health plan. Because they had to pay for them and submit a claim for reimbursement, they experienced significant cash flow changes which forced them to borrow their line of credit and Visa card. The husband had a full pension from teaching that was \$4k per month. They also had a 401(k) and IRA. Investment policy in place, but the monthly payments were not being reinvested. Their cash flow. They had not invested any debt in their life prior to the diagnosis. They had a small savings plan in IRA but were not up and had to pay for work of investment (RRSP) history with a brokerage.

At the second meeting, Martha presented the plan to the couple. "I used the PFP software to help them. Another critical item was understanding the client's situation on the spot when they asked questions. When her husband says he wants to change

even with a longer illness lasting 3 or more years, her projected retirement income from savings and pensions was sufficient to meet her long term needs. This approach gave the couple confidence they were in the right hands."

Here are some of the key plan recommendations that were implemented:

- They balance of USA card every month and use the line of credit with the lowest interest rate.
- Meet with their lawyer to ensure their will was correct and designate a power of attorney so that the estate would be handled properly.
- Review investment on all investment policies and RFP plan.
- Apply for CFP in order to start meeting CFP needs in a monthly basis.
- Transfer income paying term life to Investors Group, which took care of the IRA transfer included pension to her RRP and transferring both conservative and moderate portfolios.
- The wife enters to the pension and work with me for two years.
- Use the death benefit to pay for the credit and loan for a registered plan.

The couple told Martha and stated immediately. In one session, Martha contacted them and gave them a copy of the PFP report. And immediately, Martha and her team to see them in person.


You can make a difference. Your experience and give people another an hour, skills that stand


#### KEY DATES AND ACTION PLAN - RETIREMENT INCOME AND YEAR-END TAX PLANNING SEASON


Month	Key Dates	Action Plan
OCTOBER	<ul style="list-style-type: none"> <li>10/15 - Client meets group information event</li> <li>10/20 - Client meets with CFP</li> </ul>	<ul style="list-style-type: none"> <li>10/15 - Review 401(k) plan</li> <li>10/20 - Review IRA plan</li> </ul>
NOVEMBER	<ul style="list-style-type: none"> <li>11/15 - Client meets with CFP</li> <li>11/20 - Client meets with CFP</li> </ul>	<ul style="list-style-type: none"> <li>11/15 - Review 401(k) plan</li> <li>11/20 - Review IRA plan</li> </ul>


#### COVULANT DRIVEN MARKETING CAMPAIGNS


Go to Marketing Planner today and use the Retirement Income and Year-End Tax Planning season automated campaign to send one of the messages to clients and prospects and set-up opportunities for appointments.











Additional advertising program will continue to focus on big brand in the minds of consumers - creating a spring Acquisitions efforts. In support of your next level of relationship with an Investors Group Consultant will get going on both provide insight, education, research and 7 channels in addition to both print and on-line exposure of that. Program runs until November 30, 2010

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# The Advantage of professional Support... Client and Prospect Campaigns



Available Marketing Campaigns	Frequency
Review Magazine	2 times / year
Newsletters	Quarterly
Weekly Market Commentary	Every Friday
Investment Quarterly	Every Quarter
8 Calendar Season Campaigns	Jan, Feb, Mar, Apr, Jul, Aug, Oct, Dec
Referrals	Monthly

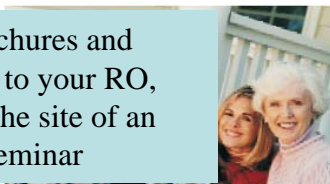


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# The Advantage of professional Support... Marketing Material

Order brochures and we'll ship to your RO, home, or the site of an event or seminar



**SPECIAL REPORT**

Given the market's adjusted look by the end of 2008, it's not surprising to find a general financial crisis has a slightly somber tone, especially where it pertains to retirement. It's not surprising the overall mood is to approach these matters in a suitably fiscal or health crisis.

**The Sandwich Generation**

Financial planning for parents with parents

**The Plan**  
The Investor's Group

Use concepts during face-to-face meetings to support a financial planning strategy

**Comprehensive**  
Financial Planning Solutions

**Don't waste your risk**

Look for the highest return for a given level of risk... or the lowest risk for a given level of return

John Lee, CFP®  
Senior Financial Consultant

To be investment ready, the term "investment ready" refers to the financial ability to invest in a stock fund or a mutual fund that invests in domestic stocks. The general rule is that you need at least six months' worth of living expenses in cash to invest in a stock fund. To invest in a stock fund, you need to have the cash on hand for at least six months before the investment. Then the investment decision is made. The investment decision is made based on the investment's risk and return. The investment decision is made based on the investment's risk and return. The investment decision is made based on the investment's risk and return.

**The Plan**  
The Investor's Group

**WASTING CONCEPTS**

Managing emotions when investing

Many have tended to pour money into equity mutual funds for growth, and then move to the next "hot" asset class approach to diversifying your portfolio will help take the mud can result in higher overall returns.

**Index Returns and Real Fund Flows**

Following the publication of the article in 1998, investors who jumped on board in the early 2000s (and later in 2007) have seen a similar pattern. The chart shows that the most widely accepted manager is "average asset allocation".

**The Plan**  
The Investor's Group

**Comprehensive**  
Financial Planning Solutions

John Lee, CFP®  
Senior Financial Consultant

Email a personal article to a client or prospect in preparation for or follow-up to a meeting

**Time... to think about keeping the family dream home, no matter what**

Traditional mortgage life insurance is designed specifically to insure only the balance owing to the mortgage lender if something happens to you.

**The Plan**  
The Investor's Group

**Time... to think about keeping the family dream home, no matter what**

Traditional mortgage life insurance is designed specifically to insure only the balance owing to the mortgage lender if something happens to you.

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**The Plan**  
The Investor's Group



<Name>, <Designation>  
<Title>  
<Discipline (Quicker only)>  
<Full dealer name>

Host a seminar and use the corresponding ad, flyer and invitation to promote your event

Type	Quantity
Ads	119 English 119 French
Brochures	115 English 115 French 7 Chinese
Concepts	56 English 56 French 2 Chinese
Direct Mail (flyers/postcards)	177 English 177 French
Personal Articles	75 English 75 French
Seminars	39 English 39 French
Scripts	150 English 150 French

Over 1,500 items to choose from

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# The Advantage of professional support... public website

**Investors Group**

Location of Your Branch

**Client Account Review**  
 Review Your Account

**RRSP deadline reminder**  
 click here to learn more →

Home The Plan Products & Services Corporate Citizenship Market Insights About us

**What's new with mortgages? - know your options**  
 Get the latest news on the mortgage market, including the latest mortgage rates, terms and conditions, and more. [Click here to learn more.](#)

**What's better available in fixed rate mortgages?**  
 A new wave of your mortgage options is available in fixed rate mortgages. Many Canadians wonder how to save money on their mortgage and there are other trade offs to consider. [Click here to learn more.](#)

**The Plan by Investors Group™**

- Creating your vision
- Managing funds
- Investing & equity
- Retirement & education
- Wealth & insurance
- Education funding
- Investing Cash Flow
- Private vehicles
- Willingness & insurance

**Quick Links**

- Solutions Center
- Real Time Dashboard
- Fund Performance Reports
- Loans & equity
- Personal Calculator
- Retirement Readiness Quiz

[Become a Consultant](#)  
 click here to find out more

**Groupe Investors**

Location of Your Branch

**Info Centre**  
 Investisseurs maintenant

**Devez-vous opter pour un taux hypothécaire variable ou fixe?**

Accueil Le Plan Produits et services Engagement social Perspectives Notre société

**Pour en savoir plus sur les options hypothécaires...**  
 La hausse des taux a-t-elle vraiment peur? Que faire à l'achat d'une première maison, à un achat sans plus grand, ou à refinancer votre propriété? [Cliquez ici.](#)

**Devez-vous opter pour un taux hypothécaire variable ou fixe?**  
 Le remboursement de votre prêt hypothécaire peut varier selon le type de prêt que vous choisissez. Les hypothécaires à taux variables offrent des avantages et des inconvénients. Cliquez ici pour en savoir plus sur les options hypothécaires. [Cliquez ici.](#)

**Le Plan du Groupe Investors™**

- Créer son portefeuille
- Créer son impôt
- Lancer un business
- Financer sa retraite
- Financer les besoins de ses BC
- Financer ses études
- Maximiser ses liquidités
- Solutions d'actifs
- Choisir de payer à la retraite™

**Liens rapides**

- Solutions Personnelles
- Travailler en raison d'un
- Rappels sur le rendement à long terme
- Nos services
- L'assurance à long terme
- Des valeurs pour la retraite?

[Devenez conseiller](#)  
 pour en savoir plus, cliquez ici

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# The Advantage of professional support

- The June 2010 edition of *Investment Executive*, Canada's largest trade publication for financial advisors, included a series of articles on various topics related to a survey of the financial services industry.
  - One of the articles ([\*Dealers have room for improvement\*](#)) focuses on Winnipeg-based **Investors Group Inc.** "The best thing about this firm is having the support of a large corporation that's got a great reputation," says an Investors Group advisor in Ontario, "and Investors Group has been around for 80 years now."

The firm's advisors rave about the support from local regional management, the company's compensation structure and the straightforward succession plan for advisors. Investors Group had the highest rating in this category both in performance and importance.

- Investors Group's scores were above average in 30 categories (out of 33 categories) and included seven category firsts
- Two of the seven first place results came in:
  - "Support for wills & estate planning"
  - "Support for tax planning"

# The Advantage of world-renowned financial products & services

## *Investments*

- Investors Group Mutual funds
- Third Party Mutual Funds
- Managed Asset programs
- Tax advantage funds
- Portfolios
- RRSPs, RRIFs
- Tax Free Savings Accounts
- RESPs
- GICs
- Annuities
- Investors Group Securities Inc.

## *Insurance*

- Life
- Disability
- Critical Illness
- Long-term Care
- Personal Health Care
- Guaranteed Investment Funds
- Charitable Giving program

## *Lending*

- Mortgages
- Loans, Lines of Credit

## *Banking*

- Chequing, Savings
- Credit Cards

## *Symphony Strategic Investment Planning™*



THE INVESTORS GROUP

Advantage™

# The Advantage of two paths



# The Advantage.

## How to *make it yours*.



*Progression towards the formal CFP designation can take up to five years*

# The Advantage.

## How to *make it yours*.

*Investors Group has the highest number of CFP's professionals in Canada\**

### CFP's - Years in Financial Planning

2 – 5 years	<b>23 %</b>
6 – 10 years	<b>33 %</b>
11 – 15 years	<b>23 %</b>
16 – 20 years	<b>10 %</b>
20+ years	<b>11 %</b>

2008<sup>1</sup>

### CFP's - Net Income

Figures in Cdn

0 – 9,999	<b>3 %</b>
10 – 49,999	<b>7 %</b>
50 – 74,999	<b>21 %</b>
75 – 99,999	<b>17 %</b>
100 – 149,999	<b>21 %</b>
150+	<b>32 %</b>

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# The Advantage...

## According to our Consultants

### Consultant Profile #1

- **Former Career:**
  - Transportation Consultant
- **First Year Activity:**
  - 100 initial contacts
  - Made 8-10 appointments per week
  - 3 approaches to get an appointment
  - Tremendous amount of networking in the community
- **Today:**
  - Completed CFP
- **Success attributes**
  - Approached business as a need to help people
  - Focused on building long term relationships with people

*“My client base has grown because of the referrals I received from being visible in my community.”*

Results	Income	Client Families
Year 1	89,000	50
Year 3	157,000	150

Income possibilities are for informational purposes only and are not intended to project future earnings, which will be affected by market and economic conditions. This profile is based on research of an individual Consultant’s approach to building his/her practice.



# The Advantage...

## According to our Consultants

### Consultant Profile #2

- **Former Career:**
  - Call Centre Team Leader
- **First Year Activity:**
  - Began with 120 known contacts
  - Made 13 appointments per week
  - 2 approaches to get an appointment
  - Explained the need for having a financial planner
- **Today:**
  - Completed CFP

- **Success attributes**

- Went out into the community to network
- Partnered with Welcome Wagon
- Completed Lunch and Learn seminars with teachers

*“Never rest on your laurels. Time is of the essence in keeping your business on a steady pace.”*

Results	Income	Client Families
Year 1	43,000	60
Year 3	53,000	123

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# The Advantage...

## According to our Consultants

### Consultant Profile #3

- **Former Career:**
  - Engineer
- **First Year Activity:**
  - Began with a small number of contacts
  - Employed cold calling and client seminars to grow business
- **Today:**
  - Working on CFP
- **Success attributes**
  - Determination and the willingness to learn from successful advisors
  - Developed knowledge of Investors Group products and services
  - Relentless cold calling

*“Always put the pedal to the metal”*

<b>Results</b>	<b>Income</b>	<b>Client Families</b>
Year 1	27,000	10
Year 3	130,000	110

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# The Advantage...

## According to our Consultants

### Consultant Profile #4

- **Former Career:**
  - Self-Employed
- **First Year Activity:**
  - Began with 200 contacts
  - Made 20 appointments per week
  - 10 approaches per appointment
- **Today:**
  - Working on CFP
- **Success attributes**
  - Used the Investors Group Portfolio Strategy tools
  - Developed a long term approach to client relationships
  - Kept an open mind for learning opportunities

*“Always keep a smile in your voice when discussing financial planning”*

Results	Income	Client Families
Year 1	44,000	80
Year 3	85,000	250

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# The Advantage...

## According to our Consultants

### Consultant Profile #5

- **Former Career:**
  - Agricultural Co-Op Manager
- **First Year Activity:**
  - 200 initial contacts
  - Made 10 appointments per week
  - 20 approaches to get an appointment
  - Offered no pressure financial planning service.
- **Today:**
  - Reviewing CFP
- **Success attributes**
  - Planned my daily activities
  - Worked 50-60 hours a week
  - Persistency on following up leads
  - Organized client events to attract more clients

*“Take advantage of your warm market for referrals.”*

Results	Income	Client Families
Year 1	36,000	50
Year 3	156,000	200

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# The Advantage...

## According to our Consultants

### Consultant Profile #6

- **Former Career:**
  - Civic Employee
- **First Year Activity:**
  - Began with 300 contacts
  - Made 10 appointments per week
  - 2 approaches to get an appointment
  - Sought referrals from list of contacts
- **Today:**
  - Reviewing CFP
- **Success attributes**
  - Showed genuine sincerity and concern for client's interests
  - Organized and planned a lot of activities
  - Asked for support from successful consultants in the office

*“Do not be discouraged with slow results in the beginning”*

Results	Income	Client Families
Year 1	59,000	50
Year 3	182,000	292

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# The Advantage...

## According to our Consultants

### Consultant Profile #7

- **Former Career:**
  - Accountant
- **First Year Activity:**
  - 300 initial contacts
  - Made 10-12 appointments per week
  - 3 approaches to get an appointment
  - Asked clients for referrals
- **Today:**
  - Working on CFP
- **Success attributes**
  - Set goals to grow the business
  - Focused on small business owners
  - Utilized different marketing techniques

*“Go out and meet people and be in the office even if there are no appointments for the day”*

Results	Income	Client Families
Year 1	38,000	30
Year 3	111,000	170

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# The Advantage...

## According to our Consultants

### Consultant Profile #8

- **Former Career:**
  - Student/Tele marketer
- **First Year Activity:**
  - Client seminars
  - Make 2 appointments a day,  
Do 2 appointment a day
- **Today:**
  - Endeavor toward F. Pl.
- **Success attributes**
  - Meet as many new people as possible
  - Focused on specific ethnicity group within Community
  - Became an expert on a certain product
  - Truly deliver the financial planning process to prospects & clients

*“I didn’t know two people when I started”*

Results	Income	Client Families
Year 1	\$64,000	49
Year 3	\$274,000	463

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# Are you right for the opportunity?

- Motivated by the opportunity to help people
- Want to build lasting relationships with clients
- Help people achieve their dreams

*Choosing to become a financial planner isn't a decision that is made overnight. We are ready to sit down with you to discuss the details of the role of an Investors Group Consultant and the culture of our company, and to answer any questions you may have.*

# A few points of clarification

- This is a full-time opportunity to establish your own variable-income and self-employed business in association with Investors Group Financial Services Inc. (in Québec a financial services firm). Submissions are subject to an initial and ongoing review process. Investors Group offices are located in all provinces and territories in Canada. Please submit your Resume/Application only to one office.
- When we speak of preparing financial plans for clients, you should know that in B.C. and Quebec, Investors Group Consultants are subject to additional regulatory requirements in order to hold themselves out as financial planners in those jurisdictions.
- And, last but not least, you should know that
  - Insurance products and services distributed through I.G. Insurance Services Inc. (in Quebec, a Financial Services Firm). Insurance license sponsored by The Great-West Life Assurance Company (outside of Quebec).
  - Mortgages are offered through I.G. Investment Management, Ltd.\*, Investors Group Trust Co. Ltd. is licensed to lend in all jurisdictions in Canada. Inquiries will be referred to a Mortgage Planning (Agent) Specialist. \* In the Province of Ontario, Mortgage Brokerage Licence #10809, Mortgage Administrator Licence #11256.
  - Banking products and services are distributed through Solutions Banking <sup>TM</sup>Solutions Banking products and services are provided by National Bank of Canada.
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  - Brokerage offered through Investors Group Securities Inc. (in Quebec, a firm in financial planning).
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