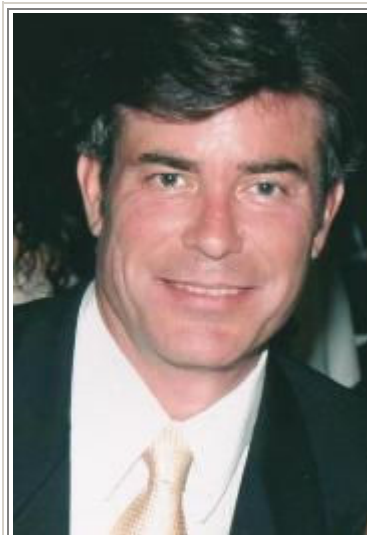




"How To Find, Treat And Feed Your Financial Planner - For Fun & Profit!"

(Speaker Notes)



Mark Huber
Certified Financial Planner



Monique Cornish
Mortgage Specialist

Audio of the Interview

<http://HowToBeSetForLife.com/Audios/FindAPlanner.mp3>

("left click" and audio will play in your audio player)

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Mark & Monique Introductions:

Did you know that in the next 20 years – 7 out of 10 people listening in to this call will retire with less than 50 thousand dollars in their bank account?

For those 7 out of 10 people there are 6 things that they can do over the next 30 days to help ensure that they have more than 50 thousand dollars in the bank.

I will be giving that information out towards the end of the call...

In my 22 years of experience I have seen and continue to see a great disconnect between Canadians and their money.

Why?

Because most Canadians have not been given the knowledge or been taught about money (given the confidence or expertise, if you will) – about how money works, how it grows, how it is taxed, etc...

They feel insecure because of this and so tend to deal with the banks as their first line of financial information...

Not only that, but they believe as well (and in many cases rightly so) that they don't have the time or interest to figure it all out..."

Instead they think: "I'll just buy GICs through my financial institution. They are a "no brainer" investment and I won't have to worry about things."

"That's what my parents have always done so it's good enough for me".

"Furthermore, I don't want to lose money and I want my money to be safe..."

However, when I sit down with individuals who are sincere about bettering themselves and their families financially I will usually hear:

"Oh, I just wish that we had known about this kind of stuff years ago. Our parents didn't tell us (they probably didn't know) and they didn't teach this to us in school!"

Now, backing up for a moment, don't get me wrong, banks play an integral part in our society – they lend us money!

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And while we as Canadians need the lending services which they are in business to provide – they are not where you want to get your financial advice from...although they will say otherwise...

The banks are in business to make a profit from lending money – They do so by lending at higher rates than they pay their depositors – this differential or “spread” is their profit – and believe me they are extremely good and profitable at this game.

Now, the reason that we save and invest is to increase the likelihood of preserving and/or enhancing our lifestyle.

Would you rather work to make the money – or do you want your money to be working for you?!

Of course, the true and honest answer is that we want our money to be working for us!

Why?

Well, so that we can have the time AND the money to enjoy our goals and dreams...

And this is the true meaning of financial planning...

Planning for the expenditures of life (buying a home – paying off that home, raising a family and being able to afford to put the kids through college and university, ultimately to retire and have the money to enjoy that time in your life when you have left the work force...

The “silent killer” to all of this of course is INFLATION! Everything costs more and savings and investments must at a minimum keep up with inflation –oh and then there is taxes as well...

But lets keep it simple for the moment...

Financial planning is really all about sitting down with someone and listening to what their hopes, dreams and goals in life are. To really become engaged with them...

Then, putting a time line and price tag on each item. Then working back to creating a savings, investment, tax and estate plan that will address all of the issues.

Why?

Not that this procedure will generate a document that can run many pages...

But that there are numbers that support or challenge when the clients can reasonably expect to realise their goals – it in no way is designed to challenge what clients want – only if it is feasible and achievable in the time constraints that they have volunteered...

There's certainly no shortage of information in our society, yet information alone does not equal wisdom. Many of today's investors feel inundated and confused by the barrage of information that hits them daily.

Having a trusted advisor goes a long way in making sure that you will achieve the desired goals, on time and with confidence and peace of mind...

What are the range of services that a financial planner provides?

The 59 Things I Do for Clients

Generally, I get two kinds of questions when people hear what I do: "What's the market going to do?" and "Know any hot stocks?"

My honest (and correct) answers never seem to satisfy them. To the first, I always answer: "Short term, I don't know what the market is going to do—and neither do all those people on television who loudly profess to know with certainty. Long term, I imagine it will do what it always has, which is to return 8% - 10% per year, in fits and starts."

To the second question about hot stocks, I always answer: "Since I believe that the market is relatively efficient, and that all information about all stocks shows in the price of the stocks, I have no hot stocks to suggest. Additionally, a diversified portfolio of quality investments has tended to outperform most other investment choices over time."

Well, finally, I got tired of these questions and decided to put together answers to the question: "What do you do?"

What I, as a professional financial advisor does.

Financial planning

1. Cares more about you and your money than anyone who doesn't share your last name.
2. Asks questions in order to understand your needs and objectives.
3. Helps you determine where you are at present.
4. Guides you to think about areas of your financial life you may not have considered.
5. Helps organize your financial situation.
6. Formalizes your goals and puts them in writing for you.
7. Helps you prioritize your financial opportunities.
8. Helps you determine realistic goals.
9. Studies possible alternatives that could meet your goals.
10. Prepares an investment policy statement for you.
11. Makes specific recommendations to help you meet your goals.
12. Implements those recommendations.
13. Suggests creative alternatives that you may not have considered.
14. Reviews and recommends life insurance policies to protect your family.
15. Assists you in setting up a retirement plan.
16. Prepares a financial plan for you.
17. Assists in preparing an estate plan for you.
18. Persuades you to do the things you know you ought to do, even if you don't feel like doing them.

Investments

19. Prepares an asset allocation for you so you can achieve the best rate of return for a given level of risk tolerance.
20. Does due diligence on money managers and mutual fund managers in order to make appropriate recommendations.
21. Stays up to date on changes in the investment world.
22. Monitors your investments.
23. Reviews your investments in your group RRSP plans.
24. Reviews and revises portfolios as conditions change.
25. Guides you through difficult periods in the stock market by sharing historical perspective.
26. Improves your investment performance.
27. Looks "inside" your mutual funds to compare how many of their holdings duplicate each other.
28. Provides you with a written sector-based evaluation of your portfolio.
29. Determines the risk level of your existing portfolio.
30. Helps you consolidate and simplify your investments.
31. Provides you with alternative investment options.
32. Shops for top GIC rates from financial institutions throughout the country.
33. Shops for top paying annuities for income clients.

How do your services overlap with an accountant?

Do financial planners have some knowledge of taxation so that they can offer the most relevant and valuable information/advice that is specific to their clients unique tax situation?

Taxes

34. Suggests alternatives to lower your taxes.
35. Reviews your tax returns with an eye to possible savings in the future.
36. Stays up to date on tax law changes.
37. Helps you reduce your taxes.
38. Repositions investments to take full advantage of tax law provisions.
39. Works with your tax and legal advisors to help you meet your financial goals.

Person to person

40. Monitors changes in your life and family situation.
41. Proactively keeps in touch with you.
42. Remains only a telephone call away to answer financial questions for you.
43. Makes sure that he and his firm provide excellent service at all times.
44. Provides referrals to other professionals resources such as accountants and attorneys.
45. Refers you to banking establishments for loan and mortgage alternatives.
46. Suggests alternatives to increase your income during retirement.
47. Listens and provides feedback in a way that a magazine or newsletter writer does not.
48. Helps educate your children and grandchildren about investments and financial concepts.
49. Holds seminars to discuss significant and/or new financial concepts.
50. Helps with the continuity of your family's financial plan through generations.
51. Facilitates the transfer of investments from individual names to trust, or from an owner through to beneficiaries.
52. Keeps you on track.
53. Identifies your savings shortfalls.
54. Educates you on retirement issues.
55. Educates you on estate planning issues.
56. Educates you on college savings and financial aid options.
57. Is someone you can trust and get advice from in all your financial matters.
58. Is a wise sounding board for ideas you are considering.
59. Is honest with you.

Although this list is not exhaustive, I became exhausted just thinking about all the services we provide and stopped at 59.

For a great visual of our value added and to help “shine the light” on the “behind the scenes” work a full service planner does that clients are probably not aware of - we have created a one-pager that illustrates these services called

Illustration of A Financial Planners Service Offering

Illustration of A Financial Planners Service Offering

Annual Reviews	Time Required (hour)	
Comprehensive review of client financial well-being.	2.00	
Data input time	4.00	
Travel time to client appointment	1.50	7.5
 Investments		
Understand your investment objectives	0.50	
Analyse your tolerance for investment risk	0.50	
Develop investment strategy that may assist in achieving your investment objective	0.75	
Ensure that investment strategy is also in line with client risk level	0.15	
Research universe of investment offerings	1.50	
Establish 3rd party relationships and have in depth understanding investment process	1.00	
Keep investment firms accountable. Review effectiveness vs. alternatives	0.50	
Make recommendations of changes to investment management if/as required	0.10	
Meet with providers regularly to get updated on investment offering	0.25	5.25
 Insurance		
Analyse your insurance needs given your current situation	1.00	
Review your current coverage to ensure appropriateness and cost effectiveness	1.00	
Ensure that you have the right balance of life, income replacement, long-term care, etc.	0.50	
Review your "mortgage insurance" coverage to ensure it is most cost effectiveness	0.25	
Review annually changes in your life and potential insurance shortfalls and excesses	0.25	
Make modifications and changes as your life insurance and needs change	0.25	3.25
 Banking-Mortgage-Debt Service		
Review savings strategies to ensure optimal returns and effectiveness	0.25	
Review debts to look for opportunities to reduce costs, free up cash flow	0.50	
Provide recommendations and offer solutions regarding	0.25	1.00

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findings

Taxes

Review your situation and illustrate tax saving strategies 1.00 **1.00**

Other

Children's education strategies 0.75
Will, Estate Planning Review 0.50
Ongoing education or related topics 0.25 **1.50**

Compliance

Up Date "Know Your Client" forms, Maintain all paperwork & client files 2.00 **2.00**

Client Contact

Quarterly client portfolio statements & newsletter 4.00
Bi-weekly e-mail broadcasts 13.00 **17.00**

Total Time To Deliver Acceptable Service Levels

38.5

Equivalent Hourly Rate to Provide Above Services \$95.00

Total Cost of Services (If Billed on a Per Hour Basis) \$3,657.50

Average Account Size of Client \$100,000

Rate as percentage of Assets Under Administration 3.66%

Professional Development

Hours per year to maintain prestigious Certified Financial Planning (CFP) designation 30.00
Hours per year to maintain insurance broker license 30.00 **60.00**

What's the difference between a financial planner and an investment/financial advisor?

Are they all the same thing?

Basically: comprehensive planning vs. creating and monitoring an investment portfolio. I get so annoyed when I hear ads inviting people to get a free analysis of their investments and that process is called a financial plan...

It's not!

It's a "modular" analysis of their investments only. And so people are confused between the 2 – and I can see why...

The industry at large does a poor job of educating clients...

A good advisor understands the real world of:

Fear, Greed & Investing

There is a field known as Behavioural Finance which studies how emotions influence investors and their investment decisions.

Gains & Losses

Experts have found that people fear losses far more than they desire gains! Essentially, most people are much more distressed by losses than they are happy with equivalent gains. In fact, \$1 lost is twice as worse as the pleasure of a \$1 gain. This is probably the #1 reason why Canadians put most of their money into GICs...

Additionally, this is one of the reasons why some investors will avoid selling a poorly performing stock even when they feel it will continue going down. They don't want to face the pain involved with a loss.

Fear of Regret

The fear of loss goes hand in hand with the fear of regret. Investors don't want to go through the pain of having made an error of judgment. Some investors feel embarrassed having to report a loss to the CCRA and their accountants.

Acting irrationally like this will allow investors to continue to keep a losing investment.

In order to reduce the fear of regret, many investors will simply follow the crowd by investing in popular stocks, rationalizing that if they lose, they will not be the only one to have made a bad decision.

Recent Trends

Experts have also found that investors put too much weight on recent experiences and trends to determine the future. For example, when the stock market is

performing well, most people expect it to keep performing well in the near future and vice-versa.

The same thing happens with mutual funds. Last years best performers always have new investors flocking to them thinking that just because they did well last year, they'll do it again. Unfortunately, this rarely turns out to be the case.

I see this one happen continually!

Investors left to their own devices will repeat this pattern again and again...until they are so frustrated by being constantly disappointed that they then begin to believe that the whole financial industry is "rigged" and take all their money and stick it into GICs...

Too Much Confidence

Another trait that humans possess which may have an adverse reaction to their investment decision is the tendency to gamble. Most people will not remember their failures as they remember their gains, leading to over confidence in their abilities.

This is why people addicted to gambling have a hard time quitting. They remember their success more than their failures, so they keep on gambling and taking high risks. People who are over confident in their ability to pick stocks may fall into the habit of day trading, which has an 80% failure rate!

Moral of the Story

It's important to realize what type of emotional traits you have that can hinder your investment decisions. Realize that stock markets for example have always had an upward trend and that short-term influences are not going to make or break you as long as you invest for the long-term.

Don't Let Fear of Losing Money Keep You from Investing

Risk can and should be managed as we do other things in life

For instance, we manage the risk of getting hurt in a car wreck by putting on seat belts. We manage the risk of our house burning down with fire insurance. But somehow we throw out such common sense when investing!

Remember, we cannot control the movements of the markets – we can only control our reactions to these events!

This is where a truly experienced advisor can really add value to the process of designing the investment portfolio: being the sounding board – both in "good" and "rocky" markets.

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For investing purposes there are only 3 main asset classes are: stocks, bonds and cash (or cash equivalents).

Successful investing is the methodology of mixing these 3 separate asset classes in such a way as to create a much more constant form of investment return...this is known as "asset allocation".

Asset allocation makes up 91.5% of a portfolio's return!

Security selection about 4.6%

Market timing about 1.8%.

The benefits of proper asset allocation are: reduced volatility and more consistent returns.

As your financial advisor, I strive not just to add value for you, but to create sustainable value – value that's going to last and hold strong over the long haul.

I deliver to you the three things what will always be in short supply: time, wisdom, and trust!

Qualified financial planners build relationships with clients first – companies second! They shop the market for you and give you the research so you will feel comfortable in making an informed, intelligent decision.

What makes financial planners different from each other, outside of the obvious thing like a personality fit?

As your financial advisor, I strive not just to add value for you, but to create sustainable value - value that's going to last and hold strong over the long haul. I endeavour to deliver to you the three things what will always be in short supply: time, wisdom, and trust.

Essentially, this is how I operate:

When we first meet, you tell me what it is you want in your life (and when) and give me some personal and financial particulars.

I will show you what a "typical" financial plan looks like. This will include cash flow, net worth statement, investment analysis, insurance analysis, retirement planning and projections and estate planning issues and ideas.

One of our mandates is to also educate clients on all aspects of financial planning so that they feel that they understand the process and how it works.

Few things are more personal than an individual's money, and finding someone trustworthy to be a good steward is difficult. Trust will never go out of style. It's a fundamental component of building a close, long-term personal relationship.

My clients must always feel and know that the strategies recommended and the products introduced to them are always in their best interest.

Additionally, constant communications with clients achieve "top of mind" status so that I am the first professional they think of when it comes to making financial choices.

I am interested (and invested) in my client's lives; I appreciate their friendship and business, and am always be upfront with them. This is what gives me clients for life.

I want you to think of me as saving you precious time. I want you to feel that the time we spend planning together will make your lives easier and less stressful – so you don't have to spend hours worrying about it.

Also, I work to not only save you time in planning and meeting your financial goals, but also enable you to have the cash on hand to do the things you want to do in that extra time.

While I understand the long-term benefits of financial planning—that doesn't mean that you do.

Not everyone sees financial planning as a clear and pressing need.

For many, the connection between long-held dreams and daily spending and savings habits seems nebulous at best.

Simply put, financial planning is about helping people marshal and manage their resources to realize their dreams. Financial planning can and does, help individuals, families, retirees—anyone, regardless of age or wherewithal.

Financial planning is like taking a trip. And this trip is the most important trip of their life.

Because – well, it is their life...

To prepare for the trip, investors need to identify their starting point—where they are today—as well as their destination.

Now, this destination is up to them—it might be paying for a wedding, buying a home, starting a family, building an emergency fund, reducing personal debt, saving for the children's college education, starting a business, taking care of elderly parents, carving out more leisure time, changing careers, taking an exotic vacation, or retiring comfortably.

The next move should be to mark their destinations on a map. They'll also need to keep in mind that their destination may change during the trip, and that they want may add new stops along the way. Good financial planning always be a flexible process.

However, before embarking on their journey, individuals need to assemble and assess their available resources.

In “the day to day” world, this means that an advisor, will need to gather specific data.

This information will include such things as sources of income, anticipated trip expenses, current financial assets and liabilities, insurance, estate planning, and fellow travelers (spouse, children, parents). In short, I need to find out how you're going to pay for this trip.

Mapping out the route

Once I've gotten a handle on the available resources, I can begin to help you in mapping out your route. I will explain that time and financial resources are finite—you may have to drop or modify some of your dreams and goals along the way. Still, I strive to be able to help you plan a comfortable trip that helps you realize most – if not all, of the important goals.

Next, I'll want to talk about a timeframe for reaching your destinations based on the financial resources that you have or anticipate having. For example, a individual may want to reach the coast of Newfoundland, to retire by age 60, but may not have the financial means to do so until age 65.

Financial planning can help you make the most of their dollars through smart tax planning, sound budgeting, and wise spending. The extra funds allow you to reach your destinations sooner - or perhaps add new ones.

Preparing for unexpected pit stops

This is where investing finally comes into play. An investor's employment income might be sufficient to pay for food, gas, and lodging along the way, but he'll also

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need to save in lower-risk assets to pay for those closer destinations (building an emergency fund or reducing debt) and invest in higher-risk assets to fund the more expensive destinations farther away (retirement in Vancouver or schooling in Harvard).

Otherwise, it's like arriving at Disneyland without the money to buy three-day entrance passes for the family.

Financial planning also provides resources for those inevitable financial delays and detours in your life trip. Resources include a cash emergency fund, the right amounts of disability and life insurance, and medical and long-term care insurance—the financial equivalents of a spare tire, tool kit, extra belts and hoses, flares, and a flashlight. It also includes such resources as wills, power of attorney, and perhaps trusts to ensure that your loved ones can continue the trip in the event you can't.

Finally, financial planning is not a one-time event—a route mapped out and never changed. Along the way, some destinations or particular routes will prove unrealistic.

I encourage you to envision financial planning as a lifetime process, flexible and strong enough to accommodate the inevitable changes that occur along the road of life.

It's said that:

"People with goals succeed because they know where they are going... It's as simple as that." Mark Huber, CFP

How do financial planners get compensated?

In most cases, individuals understand that we are professionals and we do not work for free.

However, there seems to be a pervasive mental attitude with Canadians that financial advisors should work for "peanuts" or for free!

I really don't know how or why this is other than – if these folks have traditionally dealt with the banks then they are used to "free"...

However, we all need to surround ourselves with professional that are proficient at their craft!

Why?

Because, if we don't have the necessary interest, expertise or time – we need to purchase those that do...

To keep our lives running smoothly we need the paid services of professionals like our car mechanics, our dentists, our doctors, our realtors...our cleaning ladies...

If we pay these professionals for their services – why not someone who is advising on our money and assisting in creating financial programs to give us peace of mind on this journey we call life?

After I review the various methods of compensation with individuals new to the financial planning process – if there is the least amount of hesitancy – I will not allow myself to be engaged.

It wouldn't be fair.

In fact, most Canadians spend more time working out the details on their annual vacation than they do on their finances! Now I ask you – which is ultimately more important?

At a very minimum it takes approximately 10 to 15 hours of servicing per account per year...

Clients are exchanging their money for time and peace of mind!

Compensation Disclosure

I believe that it is only appropriate that my clients be told how I am compensated in a clear, written format that they can understand.

I believe clients have the right to both understand the differences in various compensation models and to choose which one, or combination, best meets their needs. My personal view is that all models have merit.

There are four primary compensation models available to independent advisors.

Each can be used as a stand-alone model or in conjunction with others.

1. Compensation for consulting service. This is where the client pays the advisor an hourly fee for financial planning and analysis that typically involve no product sale or implementation. My hourly rate is \$95 per hour – 2 hour minimum.

2. Commission based sales. This is where advisors receive compensation from product suppliers when the financial products recommended are purchased through the advisor.

With mutual funds there are ongoing “trailer fees” that are paid to the dealer/advisor

This a benefit for clients as our interests become completely aligned. Our income increases or decreases based on the value of their assets. When their assets go down, our income goes down. This allows us to be proactive in the servicing of their account because we are receiving regular compensation as well. Since this business is not commission driven, we can be unbiased in our decision making process.

3. Annual retainer. This is where the client pays a modest annual compensation for ongoing and unlimited access and advice from the advisor.

4. Asset based planning. Clients compensate advisors directly/indirectly based on the amount of assets being managed.

With each new client is review the investment policy statement (IPS) with them. As part of our IPS and introduction agenda, we tell them how much their fees are and how much we earn in percentage terms and then translate that into dollars for them. For example, we will advise a \$500,000 client that our annual service fee is 1% of the assets under management, which is equal to approximately \$5,000 a year.

We make a conscious and ongoing effort to be very aware and flexible in listening to our clients. There are client differences of opinion as to and what they want and how they view compensation for valuable investment and planning services. Some clients feel very comfortable with mutually agreed upon commission and “flat fee” annual retainer arrangements. While we do have service and compensation parameters, our service schedule is not carved in stone If we all agree that there is a personality and business fit going forward – the compensation specifics are easy to come to terms with for all.

Again, I believe clients should have a choice.

So then, to develop a comprehensive financial plan involves a great deal of thought and time and will run somewhere in the neighbourhood of \$450-\$850. This figure may also be each year’s annual retainer for ongoing and unlimited access and advice from the advisor.

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Every year around our “anniversary date”, you will again complete the fact finding forms so that every year I will provide you with that years revised and up dated comprehensive financial plan. (This document usually runs 40 pages or so). Additionally, each year I also separately illustrate the value of your investment portfolio that I advise on and give you an accurate rate returns that you received for the prior 12 months.

Furthermore, we do any portfolio adjustments necessary and rebalance back to the originally agreed asset allocation model that comprise your level of risk and time horizon for the moneys I am advising on.

What should a client expect of a financial planner in terms of service/reports on performance of investments/reviews, etc?

A Financial Planners Value Proposition

I am committed to protecting your interests and helping you to meet your financial goals. To do this, I propose that you and I agree to the following:

What to Expect from me:

Comprehensive Financial Plan

- Together, we will develop a comprehensive financial plan to help you achieve your short, medium and long-term financial goals. As part of this plan, we will cover the investment, insurance, tax and estate planning aspects of your situation.

Personal Risk Profile

- I will help you to determine your risk profile, and will take this into consideration when we structure your investment portfolio aimed at achieving medium and long term growth without undue risk.

Access to Outside Specialists

- As your situation requires, I will facilitate access to other specialists, including tax accountants and estate lawyers whose skills I comfortably endorse

Tax Saving Opportunities

- For most clients, tax planning and minimization are key components of the financial plan. As part of your overall plan, strategies such as RRSP planning and conservative leverage will be evaluated.

Ongoing Attention

- On an ongoing basis, your account will be monitored to take advantage of the opportunities created by changing circumstances. In addition, your plan will be reviewed annually and appropriate adjustments made to address your current life stage.

Complete and Regular Reporting

- Within 10 days of each transaction you will receive a trade confirmation.
- Every three months, you will receive a summary of performance. Each statement is designed to be as clear as possible. I will review the format of the report with you to minimize confusion or misunderstanding about how to read the results.

Direct Contact

- I make myself as accessible to clients as possible. All telephone calls and emails are returned the same day either personally or by my assistant.

Value-Added

- My most satisfied client is one who is fully informed. As a result, I have a strong commitment to client communication through my quarterly newsletters which accompany the portfolio statements, bi weekly e-mails on a variety of topical information and events such as guest speaker presentations. In addition, I maintain a Web Site that provides in-depth information on all the financial planning areas.
- I attend numerous seminars conducted by professionals in the mutual fund, managed money, insurance, estate planning and tax fields to assist me in keeping abreast of changes that may impact my clients and also to be exposed to new innovative financial products and planning concepts that may enhance the ability of my clients to achieve their financial goals.
- Holding the prestigious Certified Financial Planners (CFP) designation means that I must annually satisfy educational requirements as a function of holding the CFP designation.

What I require from you

Reasonable Financial Disclosure

- I can only develop a sound financial plan for my clients when we work together. To ensure we develop the best possible plan, it is imperative that you feel comfortable disclosing all aspects of your financial situation.

Open Communication

- If and when your financial situation or risk tolerance changes, as it inevitably will over time, let me know immediately so that I can look at your financial plan and make any necessary recommendations.

Interest and Eagerness

- I am extremely familiar with all the financial tools and strategies that may be of benefit to you, and will recommend those of value. I encourage you to ask me any questions you have so that you are always comfortable with your portfolio and our relationship.

At what point in one's life do you think they should seek the services of a financial planner?

For example, should clients have a minimum net worth/liquid assets?

Its never to early to plan for success in life!

For those 7 out of 10 people there are 6 things that they can do over the next 30 days to help ensure that they have more than 50 thousand dollars in the bank.

There are 6 key disciplines to financial success that a client will want to be engaged in:

Step 1. A Disciplined Savings/Borrowing To Invest Plan

Step 2. A Disciplined Spending Plan

Step 3. A Disciplined Investment Allocation Plan

Step 4. A Discipline to Rebalance

Step 5. Understand how the financial planning process works

Step 6: A Disciplined & Comprehensive Financial Plan with Annual Reviews

So there you have it, the 6 disciplines to financial success. Stay true to your disciplines and success will follow.

The link below is an interactive guide to help you get started

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<http://howtobesetforlife.com/with/MyStarterKit.xls>

The 6 Step Financial Planning Process

Step 1: Data Collection and needs assessment

What are your short, medium and long term goals? Collecting “the data” shows (in financial terms) where you are “today”. For example, discussions will be about “investment personality”, “risk tolerance” time frames for children’s education, buying a home, changing careers, present income, future income, tax and estate issues and other major (and minor) life changes.

Step 2: Present investment profile

Discovering all the facts pertaining to your current financial situation. This includes networth, and cash flow statements. Putting these documents together will reveal where you are now and where you would like to be in relation to your goals.

Step 3: Analysis of current profile

This is where your current situation is reviewed to see if it aligns with your goals.

Step 4: Recommended investment profile

A written plan with specific recommendations and details on how to achieve your goals.

Step 5: Implement plan

This is the step that involves processing each of the recommendations agreed upon between client and advisor. Additionally, this step may involve other professionals to carry out the plan under the guidance of the financial planner. For example: Making introductions to a wills and estate lawyer to put together a needed or out of date will.

Step 6: Periodic review

At a minimum, this should be done every year. This will be a review of the goals and objectives that have or have not been accomplished in the past 12 months and a review of tracking the medium and longer term objectives.

This ends the 6 step process of financial planning...

Bonus Materials:

How To Choose A Financial Planner – Checklist

<http://HowToBeSetForLife.com/Reports/FindAPlanner-Checklist.pdf>

Link to Mark Hubers “speaker notes” to 200 12th Graders...

<http://HowToBeSetForlife.com/AsA12thGrader>

“MyStarterKit” – A simple but effective “data gathering” spreadsheet

<http://howtobesetforlife.com/with/MyStarterKit.xls>

Mark Huber's Mission Statement:

"To assist my clients in the creation and preservation of wealth for themselves and future generations."

So that:

- My clients will have a retirement without compromise in their lifestyle.
- My clients will be able to make meaningful financial contributions to their children.
- My clients can assist in the education of their grand children.
- My clients will have the financial means to care for their parents if and when they need it.
- My clients will be in a position to leave an important legacy to the institutions or charities that they believe in.

"I lead a comprehensive wealth management team that specializes in providing customized and innovative and relevant solutions to individuals, business owners, key executives and their families."

There must first be a personality and philosophy fit before I will agree to take on a client

Our clients share the following 4 characteristics:

<http://HowToBeSetForLife.com>

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1. They are responsible
2. They are open to new ideas
3. They can make decisions.
4. They sincerely wish to create a meaningful and financially rewarding life...

As most of us spend upwards of 2,000 hours per year working to make money.

We trust that you will agree that it only makes sense to devote a couple of hours each year to review the various elements in your financial plan.

A checklist for successful financial planning:

1. Stay committed to your plan
2. Communicate fully to your planner/advisor
3. Be honest with your advisor
4. At the data gathering stage – provide all the information you can in complete detail
5. Don't be afraid to ask questions when you don't understand
6. When you get your financial plan – make sure you implement the recommendations right away
7. Keep your planner informed of any changes to your goals or financial status
8. Make sure to conduct your annual financial review

When interviewing a planner:

1. Make sure that there is a business and personality fit
2. Make sure that there is good communication
3. Make sure that the advisor is committed to providing ongoing education. An educated client is one who will be more understanding and engaged in the process of managing their money and financial particulars to achieving their desired outcomes and goals.
4. Make sure the advisor is committed to ongoing education for themselves. (Example: A certified financial planner (CFP) who also holds an insurance licence as well must spend a minimum of 60 hours in each calendar year for continuing education just to keep their accreditation and designation!)
5. Make sure that when an investment or insurance product or tax strategy is discussed, that it is explained in understandable terms for you to make an informed decision about. Additionally, whether or not it will add or decrease risk

in your portfolio. Product diversification is as important as diversification within ones investment portfolio.

“Thinking, talking and planning count for nothing – doing counts for everything!”

Bonus Materials:

How To Choose A Financial Planner – Checklist

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About Us!

Who Is Monique Cornish?



Monique Cornish

Monique Cornish is a Mortgage Consultant with The Mortgage Group’s Vancouver office and comes from a background of finance and marketing, with an emphasis on service quality. Monique has been in the real estate/financing industry for many years and attributes her success as a Mortgage Consultant to approaching each client interaction from a client’s perspective. Spending the time necessary with every client ensures a complete understanding of their particular lifestyle and financial situation to ensure that clients are matched with the best mortgage product in the market.

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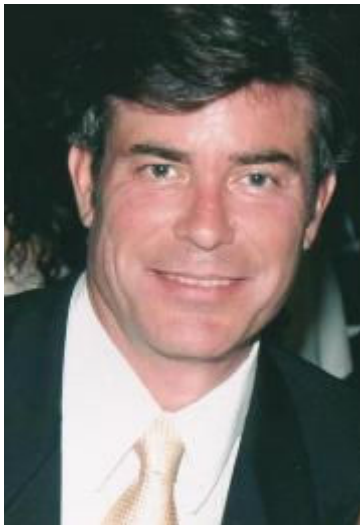
Monique's vast knowledge of different lenders and their programs gives her the requisite tools to ensure that each client ends up with the mortgage product that offers them real value, and meets their unique needs. Her goal is to have every client be not only proud of the rate that Monique was able to secure for them, but be knowledgeable about why their particular mortgage product offered them the best fit.

Monique's personality puts her clients immediately at ease. She then makes the lending process of securing a mortgage smooth and hassle-free

Contact Information:

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Who Is Mark Huber?



Mark Huber, CFP

Mark Huber is a practicing certified financial planner (CFP) with over 22 years of experience in the industry.

The focus of Mark's financial planning advisory practice is to British Columbian (BC) Canada residents.

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Mark's boutique planning practice works with a select group of clients who all share a passionate vision for creating true wealth and living their dream lives.

Mark has made powerful and innovative tax reduction, cash flow and mortgage reduction strategies core disciplines in his successful practice and also the core wealth creation process for his clients.

Many of these programs and strategies are detailed in various audios, videos, reports and Ebooks which he has authored and generously made available to Canadians - everywhere...at

<http://HowToBeSetForLife.com>

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Or "by appointment"

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