

THE VALUE OF ADVICE

Investing in mutual funds and working with an advisor can help you reach your financial goals.

MUTUAL FUNDS MATTER



as at December 31, 2014

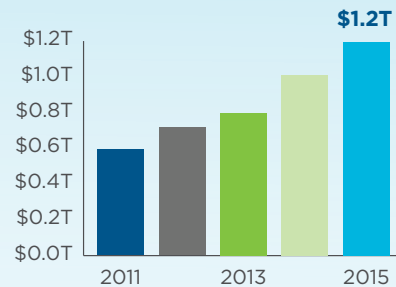
Mutual funds are a cornerstone of Canadians' retirement savings.



Mutual funds save you the time and energy it would take to choose and maintain your own portfolio of stocks or bonds.

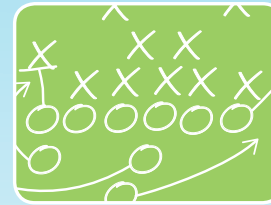


Canadians place more money in investment funds than in deposits.²

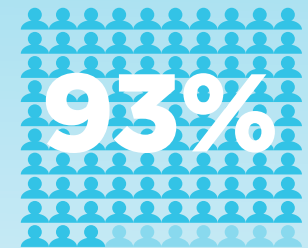


Canadians are building financial security with \$1.2 trillion in mutual funds.³

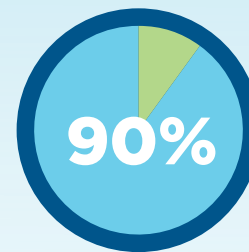
ADVICE MATTERS



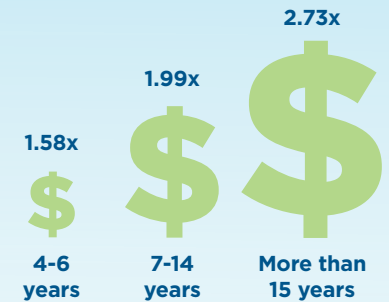
Advisors are financial coaches who help investors stick to their plan.



of mutual fund investors are satisfied with their advisor.⁴



of investors say their advisor helped them make financial decisions.⁴



Financial advisors help people increase their wealth...and the longer people have advice, the more their investments grow.⁵

¹ Benefits Canada Top 100 Pension Funds, December 31, 2014. ² IFC; Investor Economics. ³ IFC, January 2016.

⁴ Canadian Investors' Perceptions of Mutual Funds and the Mutual Fund Industry, Pollara 2015. ⁵ New Evidence on the Value of Financial Advice, IFC 2012.

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