

HOLD THE COURSE!

Don't get caught up in the *emotion* of the moment.

On the evening of November 5th, **Humes Financial** staged **Client Forum 2001** before a packed house at the Airport Hilton.

The main thrust of the evening was to help clients keep the events of the past few months in the proper perspective and give the opportunity for fruitful dialogue to address everyone's concerns.

This involved a panel of expert guest speakers including **Luc Bertrand**, President and CEO of the *Montreal Stock Exchange*, **François Demers**, President of securities trading firm *Demers Conseil Inc.*, **Phil Slominski**, Regional Vice-President of *Mackenzie Financial Corporation* and **Real Du Temple** of *Impot Plus*.

Managing Director, *Bill Humes* kicked off the evening. He stated that **Humes Financial**, by focusing on its' clients holistic needs, has evolved into a reputable lifestyle & financial planning boutique. This was highlighted with the launching of our new logo (see above), which graphically depicts the client as part of *Humes*. As a compliment to this he announced that **Humes Financial** will be forming a Client Advisory Council. Other new initiatives for the New Year include the adoption of a trend setting back office system and a user friendly, interactive website.

Luc Bertrand then went on to explain how the systemic and regulatory environment very efficiently protects the financial consumer from unforeseen tragic events such as those of September 11th.

He gave the example of how a "circuit-breaker" device, which was employed on September 11th, is one such effective tool. It shut down the markets for a couple of days until they could properly perform, thus saving consumers from unnatural financial fallout.

François Demers gave a thought-provoking analysis of how the markets have actually been changing radically for the past twelve months. His calm and rational message was to maintain sound financial strategies. He stated investment decisions must be based on proven financial performance, rather than on the hype. He advised us to learn from the boom and bust of the recent tech sector excesses.

Indeed, this is sound advice for any time.

NEW IMAGE

...same commitment to our clients!

Phil Slominski followed with an intriguing insight into the emotional side of the investment consumer. He aptly illustrated the *cycle of market emotions* to drive home the point that an objective approach is necessary at all times. He stated by better understanding the usual human response to specific events, we are more favourably disposed to managing our emotions.

Phil reiterated the importance of a qualified planner in seeing the consumer through these emotional *roller-coaster* rides.

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Dave Humes adroitly tied the main points of these presentations together and strongly suggested to everyone that they implement some concrete actions now!

In that regard, our own Financial Security (insurance) Advisor, *John Humes*, put into perspective that now is a good opportunity to review our insurance needs.

He related how most of us addressed our insurance needs a number of years ago. Because of our evolving life cycles we're likely one or two of the following:

- Under-insured
- Over-insured
- Mis-insured

He explained how certain new basic realities now exist:

- On average we are living much longer.
- There are many more two-income families.
- Demographics will have huge influence on our futures.
- There is a massive intergenerational wealth transfer under way.

Over the last number of years, many new products have been developed by the marketplace to better suit the needs of individuals today and tomorrow.

Universal Life
Long Term Care Critical Illness

These are but a few of the products, which have become predominant in today's life and health insurance marketplace.

Next up, our friendly tax expert, *Réal Du Temple* of **Impôt Plus** followed by exhorting us to make sure we use all our tax deductions, each year. He informed us how the majority of new clients he sees don't

take advantage of all their eligible deductions. He mentioned that income tax is a year around activity and that we must treat it this way or deadlines will be missed.

Réal stated that the current economic environment has created some excellent tax planning opportunities, such as using capital losses to offset previous years' gains or using the low interest rates to our advantage to consider leverage or catch up on the carry forward in our RRSP. He then challenged us to minimize our annual income tax expenses.

In closing, *Dave* reiterated that we cannot predict the good times or the bad times, but with prudent planning we can be well prepared for most eventualities.

By utilizing the ***Humes Process*** to chart your life map, re-evaluating & re-setting your goals along the way we guarantee ourselves of a safe and successful voyage.

And as *Dave* always states, only by implementing your ***Action Plan*** will you achieve the results you desire.

Have you charted your life map?

Have you re-evaluated your goals?

Have you re-set your course?

Let's implement your *ACTIONPLAN*, now!

call TODAY

We would love to hear from you!

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