

www.mbot.com



Volume Nine | Issue 2 | June 2014

MISSISSAUGA BOARD OF TRADE



The Green Cleaning Trend

Long Term Member Appreciation

Plant And Rake Without The Ache

MONEY & FINANCE

Selecting A Money Manager **6**

The Danger Of Will Kits **7**



Selecting A Money Manager

By Michael McCloskey

WHILE ATTENDING a recent MBOT Good Morning Mississauga event, I was asked a question by another attendee: "There are plenty of money managers out there, what makes you different?" It's a great question. It made me think about the questions you should ask before entrusting someone with your hard-earned savings. There are a few key questions you need to ask, and the answers you get back should tell you almost everything you need to know.

1. Do you invest your own money alongside your clients?

It never ceases to amaze me how many professional money managers recommend their products to others and yet they won't 'eat their own cooking' per se. If a money manager doesn't have enough faith to invest in his/her own products, hold onto your wallet and head for the door.

2. What are your historical returns?

It is a straightforward and basic question, yet many people cannot get a straight answer out of their financial advisor. 'It's complicated' is a common refrain. The answer should be specific and the manager should have a long-term track record of delivering for his/her clients.

Measure their performance over several years. Make sure the person you are talking to was actually responsible for that performance and didn't just inherit the track record from another portfolio manager that has since left the firm.

3. What is your investment style?

Different managers have different styles and the investment approach of the manager you are considering should resonate with you. Just as importantly, a money manager's historical portfolio management practices should be consistent with their stated investment style. Style drift is something that would make me nervous. Discipline is an important element of successful investing.

INDEPENDENT DUE DILIGENCE

Take a quick look online to confirm the candidate is properly registered with the securities commission in your province and has a complaint-free track record. Requesting a few referrals from existing clients and speaking with them is also a good idea.

At the end of the day, a few key common sense questions should tell you most of what you need to know. Don't be afraid to ask the tough questions. It's your money after all.

Michael is the Founder & President of GreensKeeper Asset Management. He has over 70 per cent of his family's net worth and 100 per cent of his investable assets invested alongside his clients. For more information visit www.greenskeeper.ca

Get Motivated, Get Energized, Get your office team together!

BE THE OFFICE HERO

Now booking corporate events for 2013 & 2014
• mention this coupon and get 10% off •

Starting as low as \$20/pp • canlansports.ca/corputing

MBOT
Events are

SOLD OUT

BOOK EARLY!

For events information, contact:
S. Dianne Morgan
dmorgan@mbot.com