



Change Before Change Happens

*The pursuit of
Efficient Wealth for
Professionals & Families*

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This whitepaper outlines 10 important insights into helping business professionals and families make their wealth work for them. The paper discusses concepts from defining what wealth really means to building a plan to achieve it. It includes thoughts on accountability, tracking and making tactical changes. This document is not about investment philosophies or tax solutions; it is about defining very personal goals and targets with respect to your wealth as well as defining strategies to make your financial wealth work for you efficiently in your pursuit for financial security and success.

Planning with Simplicity and Transparency in mind

Have you ever felt that the financial planning industry makes things confusing and complicated just to keep you confused and uncertain? Have you ever felt that the more complicated your situation gets, the less transparent things seem and therefore the less comfortable you are with the decisions you make? Most people feel this way about something that is initially foreign to them. And due to this place of discomfort, most people either blindly put their trust into someone to make the proper decision for them or avoid the tough decision all together. It doesn't have to be that hard. It can be **simple and sophisticated at the same time.**

There is no doubt that at times, Financial Planning can be technical and complicated and as your situation gets more involved the decisions you make have larger more involved solutions. However, we understand that you need to be informed without being overwhelmed. We want to make working with us comfortable. Here's how:



“Simplicity is the ultimate sophistication.”
- Leonardo da Vinci

- First, our process provides **complete transparency** from the initial consultation to implementation.
- Second, by **explaining solutions in a no nonsense manor** taking the time to make sure you understand.
- Third, we believe that **it is imperative you completely understand how we get compensated for the work we do** and you are aware of any alliances or relationships that effect your situation.
- Finally, all the **decisions we help you make are always in your best interest.**

Efficient Wealth starts with the right questions. It's how your wealth serves you.

Have you ever wondered what wealth means to you? What does it truly mean to be wealthy? Many people envision fancy cars, big houses, cottages and extravagant vacations but what does it truly mean to be wealthy?



From our experience, when you start asking the right questions, the definition of "Wealth" goes much deeper and is much more personal than simply your net worth statement or what your bank account allows you to buy. Through the process of getting to their true core values, our clients discover how their Wealth will start to serve them better and more efficiently.

"When your values are clear, your decision are easy."
- Walt Disney

Proper planning eliminates the risk of emotional decisions

Have you ever been emotionally paralyzed to make a decision afraid that one outcome will put you in a worse place than the other? Without all the facts it's a common position to be in. Decision making does not need to be an emotional

chore. Our clients find with a well thought out plan, laying out all the facts gives them a clear idea of the impact of each decision they make. With a clear understanding of the outcome decisions are made much easier. With a well thought out plan, decisions are easier and they inspire confidence.

Emotional decision making is a symptom of poor planning. It's the completeness of the journey, or the vision thereof that helps us lessen the emotional attachment and negative effects emotion plays in our decision making.

Imagine being lost in the great outdoors: no compass, no map, no idea exactly where you are and no idea whether you are any closer to where you need to be. For many people, managing wealth without a well thought out plan can give that same feeling of anxiety. Added to that, as retirement approaches worry increases about "getting there".

Setting goals, sticking to them and periodically comparing your progress allow you the opportunity to make sure you are always on track. Planning is not only a valuable practical exercise but it can provide great peace of mind.

Wishing and dreaming doesn't make it so

Plans are merely dreams if not executed. And dreaming alone will get you nowhere fast.

Have you ever spent a great deal of time planning something only to have it fizzle out as you convinced yourself that it was too hard, would never work or you just forget about it because something more pressing came up. Some of the world's greatest ideas never make it off the ground; not because they are bad ideas but because the initial steps to make them successful are never implemented. Many of the people we first sit down with feel the same way. In the past, they may have had great intentions however, for various reasons great ideas get brushed aside and instead of planning for their future they are dreaming of what could have been. It's very simple.... your success starts with putting your plan into action. Without implementation all your previous work is not much more than an elaborate dream.

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Ongoing review and management is critical.

Have you wondered why some of the seemingly greatest natural athletes need a coach to help them do what they seem to do on their own so well? Why does someone like Lance Armstrong, 7 times Tour de France winner, need someone to coach him on how it's done?

The answer lies in validating each step of the way ensuring you are headed in the right direction. We have all heard the saying "you can't see the forest for the trees" sometimes when we are so deeply in the middle of something without perspective we miss the obvious that can catapult us even further into success. That's why in planning for our wealth, it is so important to make sure we are disciplined about taking stock on where we are, where we are going and where we have been. This builds perspective. Having an objective 3rd party perspective is even more valuable. The right financial advisor should be a resource that acts in complete objectivity to provide a second set of eyes with a wealth of information and guidance to the next milestone while keeping the finish line always insight.

Change is inevitable so it's imperative that your plan is dynamic and reviewed regularly.

Have you ever waited to purchase a computer today because tomorrows computers will be twice as fast at half the price? Like the evolution of technology the only thing constant in our lives is change. Our plans need to keep up with changes that surround us to keep them fresh and relevant. Family dynamics, tax environment, employment and evolving goals all have an impact on the outcome of an efficient plan and by proactively staying on top of your dynamic situation you are in control of the outcome you're not just along for the ride.

Creating a plan is paramount

We've all heard that written goals are the surest way to achieving them. We've heard that we don't plan to fail, we fail to plan. There are so many truths that provide us direction in our pursuit of more success. But for many

of us, we are pursuing our own journey to financial security and success. We all have to find our way. For many people that means learning the hard way or not learning at all.

Planning is success. Without a plan, neither accountability nor execution is achievable. And this has never been more evident than the financial crisis in 2008-2009. Most people were affected by the financial meltdown, and most people blamed the economy for their personal and business losses. The people and businesses that flourished during 2009 were more prepared. They had a plan for contingencies and sustainable markets. They had security measures in place to lessen losses. They were light on their feet so they could make quick decisions to minimize losses and leverage opportunities. They might not have profited, but they did more than just endure.

Did you feel confident about your contingency plans before the 2008-2009 meltdown?

You can't delegate worry.

When it comes to your finances, if you constantly worry about your plan, or lack of plan, there's something wrong. Making the right decisions, or having the right plan or strategy in place, should mean you have confidence in what you're doing. Your wealth management should make you feel comfortable - not uncomfortable. If you're constantly worried, you might want to re-consider your plan, your strategy and your tactics for pursuing financial security and success. You can't simply hand-off your responsibilities to just any financial professional and expect them to make the best decisions for you. It is important to invest the time to find the right advisor for you, your needs and your financial temperament. Advisors have varied opinions and approaches to managing your financial life and they should be congruent, even harmonious, with your experiences with money.

At Vantage Wealth, we understand that we're not for everyone. We also understand that everyone is different, not just in how much money they have or what their goals are, but how they relate to money and what feels right.

We are committed to helping you take the time to evaluate your beliefs and feel-

ings about money and risk. We use a proven tool to firstly, clarify the issues and objectives and secondly, measure progress towards them. We find it very helpful and our clients appreciate the value and clarity this provides them on matters they couldn't put their finger on but issues that have caused them discomfort throughout their financial lives.

A great plan considers that the smallest things make the biggest differences.

We've all heard the saying "attention is in the details" but many people prescribe to "don't sweat the small stuff". Have you ever wondered just how much detail is necessary to effectively plan your financial future? Have you ever dreaded the amount of questions a comprehensive financial approach entails?

You're not alone. We've seen many glazed over faces throughout the years. This has been especially true as we've matured as financial advisors. In our early years, we would sometimes want to advance through the hard questions with clients because we didn't want to bore them or lose their interest in taking the right steps. It was a balancing act to keep people motivated and interested in the financial planning approach. But with age and experience comes greater wisdom. Now, more than ever, we take clients through a process that digs deeply into and focuses on their personal details making the plan uniquely theirs. When clients are consistently engaged and motivated, success is inevitable.

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Only YOU are accountable for your success.

Financial Planning is an amazing service and opportunity for people to pursue financial security and success. But there are also a lot of risks and tough decisions to make. Truth is, no one but you is ultimately responsible for making the best decisions. We're not for a second suggesting that your financial advisor doesn't have key responsibilities, they do, but you are responsible for finding the right professional to help you. You need to ensure your advisors are acting in your

best interests. You need to make sure your advisors understand what you really want, what you are truly comfortable with and what diminishes your worry builds your confidence.

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We take our responsibilities very seriously. We know and respect the trust and faith our clients put in us. But we wouldn't presume for a moment that we know what's best for you. ONLY you can make the best decisions for you.

Our approach is to inform our clients so that they can make the best decisions for themselves. There is no other way to manage your financial life. Over the years, many of our clients have appreciated the feeling of being in control because we instill accountability and empowerment.



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