

Getting to Know you: Shane Dubin, Financial Advisor

Hailing from Toronto, Ontario in Canada, Shane Dubin is a veteran financial advisor who specializes in family wealth planning, financial planning, investment management, private banking, estate and trust services, insurance planning, and business transition planning.

As Shane progressed with his studies at York University in his home city, he developed an avid interest in finance and wealth management, and he decided to pursue a career in that sector. Upon graduating, Shane took a position at Scotia McLeod, eventually rising the ranks to become a Senior Wealth Advisor and Associate Portfolio Manager. After nearly two decades of service, Shane Dubin left Scotia McLeod in favour of a role at Canaccord Genuity. As a part of his agreement with that firm, he founded his own brokerage and financial advisory business: Dubin Wealth Advisory. As he established himself in this new role as head of his own firm, Shane Dubin began to get to know his clients over the longer term, and discovered how rich and rewarding it was to work with them on this level. He cites meeting with clients and learning about their lives as his single favourite part of the workday.

In 2022, he left Canaccord Genuity for a new opportunity, bringing his talents and his firm to the Canadian Imperial Bank of Commerce. Now associated with CIBC, Dubin Wealth Advisory offers its clients the superior structure and support of a large financial institution along with an independent, personal, and client-focused service. The firm continues to thrive.

What do you currently do at your company?

I'm a financial advisor. I spend my days learning about the financial goals of my clients, determining the best course of action to achieve those goals, and then, once I have their approval, implementing the agreed-upon plan. This is achieved mainly through investments and tax strategies.

What was the inspiration behind your business?

For me, the inspiration has always come from the clients. In fact, my favourite part of the job is learning about them as people. We have such a diverse group of folks that use our services—some are couples looking to buy their first property, some are young parents intent on investing to provide for their children's education, and some are older people trying to shore up their income for retirement—but the commonality with all of them is their intent to fund large life events. Being able to assist them with fulfilling their dreams gives me a lot of joy.

What keys to being productive can you share?

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I live by a simple set of rules. Always be honest and forthright with others, make sure to get enough sleep every night, and return phone calls and text messages immediately. I believe that sticking to these three basic habits greatly increases my productivity.

Tell us one long-term goal in your career.

Aside from the financial security of my family, I hope to grow Dubin Wealth Advisory as much as possible while still retaining the sense that it is a family-oriented firm operating with integrity and traditional values. I would like to leave a lasting and positive body of work as my legacy.

What would you tell your younger self?

The main thing I would say to young Shane is to make the most of youth. It is fleeting, and can't be recaptured once it's gone. I would probably also advise him to try to invest some money instead of spending it all on frivolities.

What's the most valuable lesson you've learned through the course of your career?

The most valuable lesson I've learned from my two decades in the financial sector is to have patience. The markets all trend upward over the long term, so when a correction occurs or a recession takes hold, it's best to just hold steady with your position, else you might miss out on the inevitable rally afterwards.

What are some of your favorite things to do outside of work?

To be honest, I enjoy whatever activities my wife and five beautiful children choose. I do have something of a weakness for barbecuing in the backyard, though. I also try to stay in shape by exercising regularly.

How would your colleagues describe you?

In a few words? Fastidious, conscientious, tenacious, candid, thorough, organized, and just generally professional. I do like to have fun, too, but I tend to reserve that side of myself for my personal life and my family. I find that keeping a professional exterior during business hours is the best course of action.

What are some of the keys to your success?

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I think the primary key to the firm's success is generating good results for our clients. If we are able to do that, they usually recommend our services to their friends and family members, and we expand our client base as a result. In the financial advisory field, positive word-of-mouth is the most effective marketing strategy by far.

What is one piece of advice that you have never forgotten?

In university, I once had a professor say to me, "The stock market is a device for transferring money from the impatient to the patient." I later found out that he was quoting Warren Buffet. But that phrase pretty much encapsulates smart investment strategy. The most surefire way to grow wealth is to put money into solid, reliable assets, and then just leave it there for as long as possible.

How do you measure success?

I measure success by our ability to come through for our clients. Although that carries with it the added benefit of making profits for the firm, I'm primarily concerned with their welfare.

What are a few influential books you've read and/or websites you keep up with that you'd recommend?

I think David Chilton's *The Wealthy Barber* contains excellent advice—and not just for any investor, but for any adult. It deals with the psychology of money as much as finance and economics.

What advice would you give to aspiring to succeed in your field?

For any would-be financial advisor out there, I would say the most important thing to keep in mind is this: Although you will be dealing in dollars and cents, it's not just people's money that you're being entrusted with, but also their hopes and dreams, and in many cases their ability to lead the lives that they desire. That is not to be taken lightly, and should be considered heavily before recommending any transactions to clients—especially large or risky ones.

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