

WOOD GUNDY

# SPRING IS UPON US! KEY WEALTH MANAGEMENT



## From Gord's Desk:

### IT STARTS WITH A PLAN

#### Understanding Portfolio Performance & Returns

Last month we looked at the importance of understanding your December Year-End Report. To always keep our clients informed and confident, I wanted to follow-up by discussing suitable portfolio performance to meet your goals and how we work to achieve this.

Financial success starts with a robust, comprehensive plan and the advice and guidance of a knowledgeable and professional team. It is the foundation of what we do and is based on a holistic analysis of your financial situation. Your plan can determine the return and level of risk required to meet your savings and retirement goals. Selecting the right investment returns and allocating the assets accordingly is crucial. Making the right choices in this regard can significantly impact a financially stable retirement.

With our partners, when we design your financial plan and investment portfolios, we take several factors into consideration. Suitable performance and returns will therefore vary from person to person based on the following:

Risk Tolerance refers to the level of market fluctuation an investor feels comfortable experiencing in their investment returns. Investors may opt for aggressive portfolios,

characterized by higher volatility, or they may lean towards a more conservative approach, aiming for fluctuations.

**Investment Horizon:** Younger individuals can adopt a more aggressive investment approach, setting ambitious goals, as they have the time to bounce back from any downturns in performance. As we grow older, the time available for recovery diminishes, and the window to bounce back from significant losses becomes narrower.

**Temperament:** The concern that unsettles one investor might not affect another investor, and their criteria for an acceptable return will vary accordingly. You may be the kind of person who will take the risk for potentially higher rewards or you may prefer a more cautious and steady approach and prioritize the preservation of capital.

**Behaviour:** Someone who spends a lot of money may need a different return than a person who is cautious and conservative with their spending and savings.

**Future Economic Conditions:** Markets have displayed an overall upward trend historically, but the path is not a linear ascent. The importance a financial plan lies in its ability to consider a range of future circumstances and strive to identify the most advantageous risk/reward scenarios.

To summarize, every investor should determine what they want their retirement to look like. From there, we build your holistic financial plan based on this and taking into consideration the above listed factors. We then develop your asset allocation strategy with the aim of meeting your retirement and performance goals. We are aware that circumstances often change and this is why we encourage an annual review of your situation. I am available to meet with you at any time to discuss your performance and make any adjustments to your current plan.



### **From Jaclyn's Desk:**

Thank you to all of you who attended last month's webinar "Breaking down silos around women's health and wealth." I hope you found it insightful and informative. As this topic is of great significance to me, I was inspired to share our thoughts and insights with you through a series in our quarterly newsletters. In this edition, we will focus on smart investing strategies, which is the focus of women in their income earning years.

### **Women & Wealth**

It is projected that by the end of 2028, women will control approximately \$3.8 trillion in total personal wealth in Canada. Given the distinctive financial challenges faced by women, a tailored approach to financial planning is imperative. According to a 2020 CIBC poll, found [here](#), a mere 10% of women feel highly knowledgeable about investing, while only 15% express confidence in their understanding of retirement planning.

During their income earning years, a significant number of women experience an employment gap for childcare or to take care of aging parents and must reduce or stop saving as a direct consequence of these responsibilities. Moreover, a potential gender pay gap can further limit the funds available for savings.

On a positive note, women have a propensity for earning higher returns, adopting purposeful financial planning strategies, thinking holistically, and maintaining a long-term, conservative approach to their investments.

### **Smart Investing Strategies**

We recommend starting early, making regular contributions, and focusing on building your knowledge.

#### **1. Maximize your savings by paying yourself first.**

Adopting a budgeting strategy that involves prioritizing the growth of savings and investments through the practice of paying yourself first, helps maintain a steadfast commitment to long-term financial stability.

#### **2. Start investing early.**

Even small consistent contributions can add up over time. The cost of delaying your savings plan can cost you thousands of dollars.

#### **3. Determine the right asset mix.**

Allocating your assets among cash, fixed income and equities is important to reach your financial goals. The type of investor you are, the level of risk you're comfortable with, your investment goals and your time horizon will determine your asset allocation.

#### **4. Diversify to reduce risk.**

The performance of asset classes varies over time. We believe in the power of markets and that broad diversification is a powerful tool to manage risk, control costs, and systematically pursue higher expected returns.

#### **5. Stay invested.**

Staying fully invested in the markets over the long term can help you reach financial success. Being out of the market for even a short time can result in missing a period of strong returns that can drastically impact overall performance.

#### **6. Invest for the long term.**

Equity markets have consistently delivered higher rates of return over the long term. A prolonged investment horizon tends to mitigate short-term volatility, providing a more stable and potentially rewarding investment experience.

As women typically live longer, they will be exclusively in charge of managing household assets and often become the primary financial decision maker at some point in their lives. Longer lifespans also mean their savings must last longer. The next edition will focus on retirement which encompasses goal setting, identifying income sources, and preparing for the unexpected.

Source: Tal, Benjamin & Judge, Katherine.  
"The Changing Landscape of Women's Wealth." 4 Mar. 2019.  
Suddenly Single, Kerry Hannon



**HABITAT FOR HUMANITY NORTHUMBERLAND  
WOMEN BUILD 2024  
Come and join the fun and help us build a better community!**

As you know here at Ley Wealth Management, we have made a substantial financial contribution to Habitat for Humanity Northumberland and their All-Women's build.

**Join us in building a better community.**

You are invited to join other women on a day of your choosing from 8:30 a.m. to 3:30 p.m. T-shirts, hard hats and approved CSA steel toe construction boots will be provided to all that participate.

**Women Build dates:** Friday May 3rd, Friday May 17th and Friday May 24th

We are excited to bring the strength of women together for this incredible opportunity in building a better community!



CIBC PRIVATE WEALTH  
LEY WEALTH MANAGEMENT GROUP

Please join Jaclyn Agueci from the Ley Wealth Management team for a Women Build Day at our Baltimore Build Site!

**May 3rd**

**May 17th**

**May 24th**

For more information please contact:

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Women Build Volunteers work under the guidance of construction professionals, alongside other volunteers. Whether you are learning new skills or simply adding a few to your tool belt, this is a rewarding experience for all involved and it improves the community that we share. You can also come alone and make new friends; the atmosphere is collaborative and friendly. Women Build is not about “excluding men” but it is all about “including women”!



# CONTRIBUTION

## 2024 TFSA & RRSP Contributions

As a reminder, if we haven't reach out to you yet to discuss your 2024 contributions and you wish to contribute to your RRSP or TFSA for 2024 please call Lynn at (905) 372-7490 or Jaclyn at (905) 372-3597 and they would be happy to assist you.





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### Ley Wealth Management Core Values

At Ley Wealth Management we have four distinct Core Values that guide us in creating, executing and managing wealth solutions that fit our client's life for life.

***We are Responsive***  
***We Do the Right Thing***  
***We are Straightforward***  
***We are Forward Thinking***

#### ***We are Responsive***

We come to each conversation and relationship with an open mind rather than the right answer. By listening we understand the needs and objectives of our clients, their families and our team.

#### ***We Do the Right Thing***

We act in a way that is ethical and legal and put the needs of our clients, their families, the team and our community above our individual needs. We also create opportunities for our team to contribute both to our client's success and to their own.

#### ***We are Straightforward***

We protect, guide and inspire clients with language that they can understand.

#### ***We are Forward Thinking***

We bring genius as we base our investment and wealth planning advice both on an evidence and science-based methodology by partnering with experts in all of those fields.

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