

Never Think VOL. 3 | NO. 3 NEVER



Why consult an expert about your financial future?

67% of Quebecers say they are concerned about their financial future.

According to a recent study conducted on behalf of Desjardins', two thirds of Quebecers worry about their financial future. And yet, this same study reveals that only half of them use the services of a professional financial planner. But don't we usually consult an expert when something is worrying us?

Too often people think that the involvement of a mutual funds representative is limited to coming up with investment strategies for retirement. However, with access to specialists in several areas, it's possible to do much more.

Desjardins can help you with all aspects of asset management. You work hard for your money, so we make sure you have every possible resource available to help make the most of your net worth according to your own personal situation.

You can never be too young or too old for this exercise, which must be revised periodically anyway, given that every individual's goals and priorities change throughout the course of their lifetime. Regardless of your current situation, an in-depth, professional analysis will give you a clear view of your financial picture so that you can act with complete confidence.

Surrounding yourself with skilled experts means getting...

- a personalized analysis
- clear solutions including examples and demonstrations
- a detailed, realistic action plan
- a reflection of your goals



The areas of expertise of Desjardins specialists

1. Finances: first and foremost, properly managing your money

70% of Quebecers make a budget, but only 4% use the services of a professional to create it.

Along with your personal balance sheet, a budget will help you establish your net worth and wisely use the many credit products available on the market, which, these days, are an important part of sound financial management.

If you are already a budget-maker, you've got a good habit. However, do you adapt your budget according to the many changes that can affect your situation? The expertise we have acquired over the years has shown us that an outside opinion can help substantially in meeting your goals.

2. Investments: maximizing the performance of your portfolio

For 90% of Quebecers, financial independence is an important issue.

A good investment strategy makes a significant contribution to achieving financial independence. The key to success? Diversification. Diversification means choosing the best investments according to several factors, such as your tolerance for risk. The objective is to optimize the potential of your portfolio according to your various goals.



Desjardins
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Our profession makes us well-placed to take stock of the situation using an in-depth analysis. That said, we understand the emotional impact that fluctuations on the stock market can have on the investor. For us, this provides an excellent opportunity to discuss the situation and any possible changes.

3. Retirement: it's more than money

Only 60% of Quebecers have a well-defined strategy for reaching their retirement goals.

At the heart of many people's concerns is retirement. It is a process that we can help you with. New retirees want to continue to grow, take up projects, explore new lifestyles, to live a little! To do so, you need a good strategy for the future.

You will need to define your goals and dreams, because they are what must dictate your financial choices and not vice versa. We can help you to identify these goals and then make projections to show you the impact of your choices.

"Coaches and sports psychologists teach high-performing athletes visioning. As financial advisors, we need to impart that same visioning on clients. Individuals need to be able to visualize what their retirement is going to be."

- Bruce Cumming

4. Taxes: taking advantage of all the benefits within your grasp

56% of Quebecers do not know the tax impact of investments.

It's normal not to know everything about taxes! Thousands of pages on taxes are printed every year. That's why, at the caisse, we work closely with a team of experts from Desjardins Group's various partners who, every day, help develop personalized solutions.

Investments with tax benefits or techniques like income-splitting and cash damming are options for investors to consider. Of course, these are not the only techniques that exist; they represent just a fraction of the possibilities for our members to consider in making their financial decisions.

5. Insurance: managing risk

Approximately 6 million people living in Québec had life insurance as at the end of 2006².

There are many kinds of insurance products: life, health, illness, credit, just to name a few. Furthermore, your insurance policies should be reviewed periodically, as major personal or professional events can influence your coverage needs.

At 40 or 50 years old, who do you need to protect? What are your critical illness insurance needs? We work with a team of financial security advisors³ to offer you the best protection for your situation.

6. Estate planning: a will, yes, but also...

Only 54% of Quebecers have a notarial will.

You're among the Quebecers who have a will? Good for you! Several strategies can be planned for the transfer of your assets, even if only to make life easier for your liquidator or to create a testamentary trust.

We meet more and more members who want to leave an inheritance for a second or even third generation. Understandably, this has an affect on their current goals and requires us to make the necessary adjustments. There are as many different situations as there are people. For us, this requires proper coordination between your estate planning and your investments.

7. Legal aspects: evaluating the impact of your commitments

Finally, it is essential to evaluate your situation according to your marital status, because the financial consequences can differ depending on whether you are married, separated, divorced or common-law. Furthermore, you must take into consideration the various contracts you hold with regard to your assets, such as titles of ownership for certain real estate assets, and consider the tax, estate and financial impacts on your assets as a whole. Various services are offered in collaboration with various Desjardins Group subsidiaries to help you evaluate the impact of your commitments. However, speaking to a notary or personal lawyer may also be necessary.

At Desjardins, we can help you with every aspect of your personal planning with a wide range of complementary expert services all available under the same roof. Come meet with us. We will help you master your money and plan your financial future with confidence.

¹ The statistics cited in this document are taken from study on behaviours with regard to financial planning and retirement conducted by CRA-Cogem on behalf of Desjardins, May 2007.

² Facts and Figures, Life and Health Insurance in Québec, 2007 edition, Canadian Life and Health Insurance Inc.

³ Financial security advisors who are employees of Desjardins Financial Security, a financial services firm.



Money working for people

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