



# Improving the Investor Experience

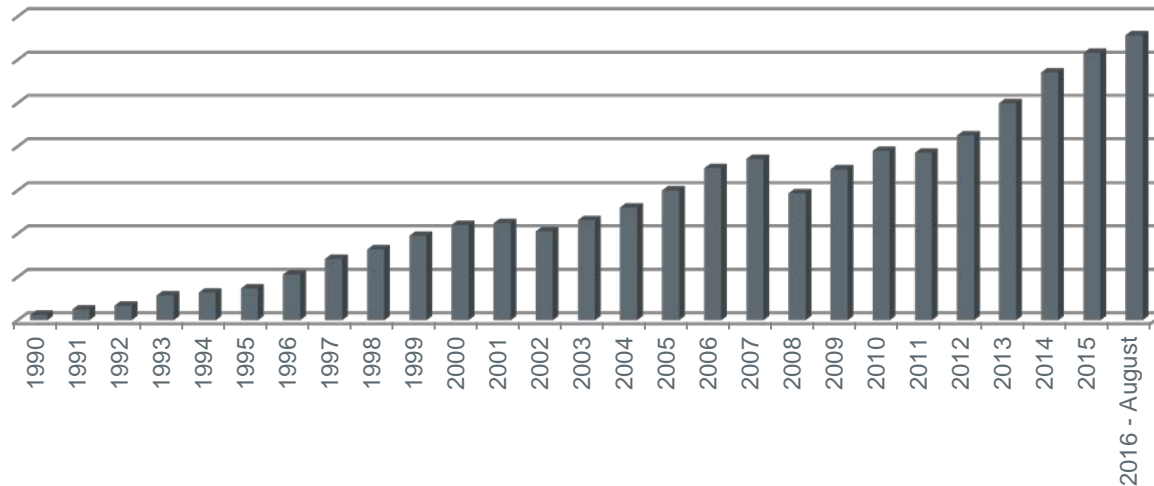
John A. Adams  
Chair, IFIC

IFIC Annual Leadership Conference / 2016

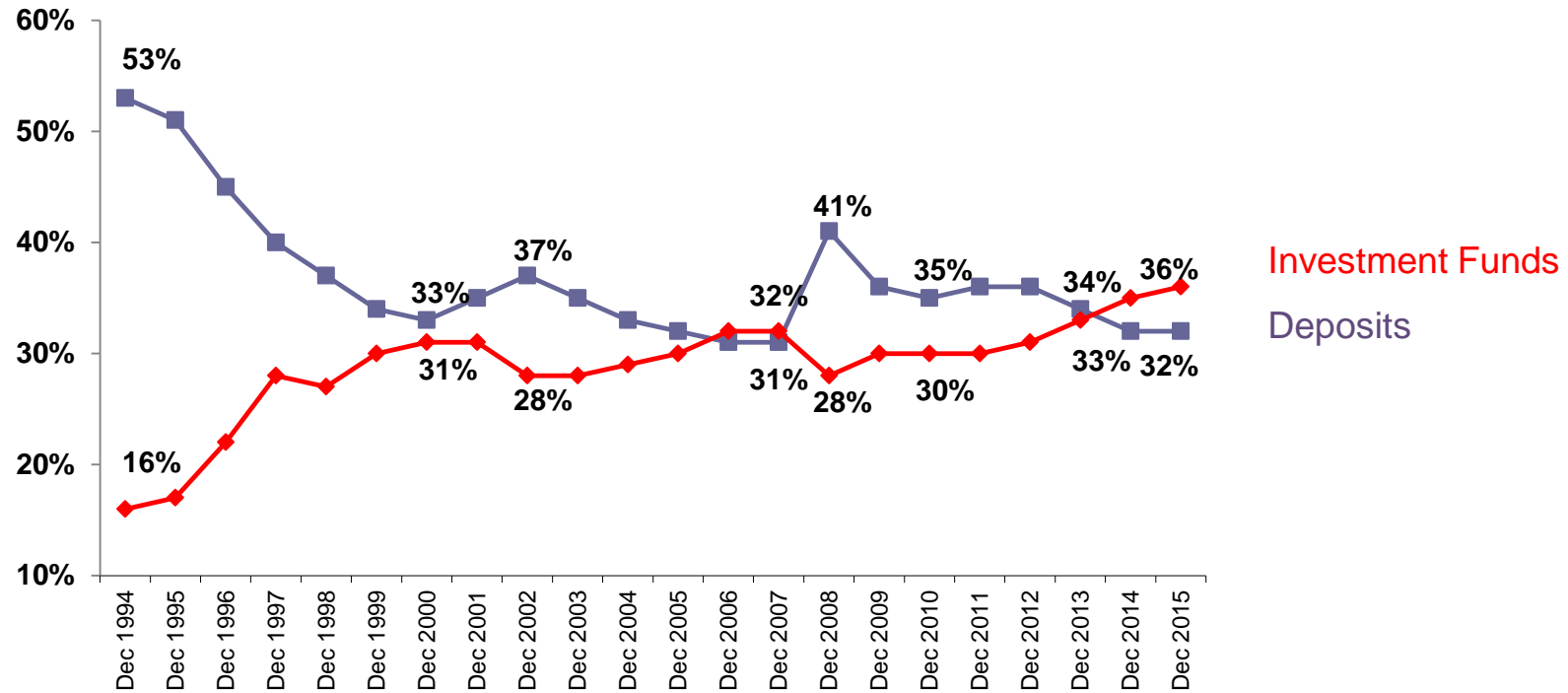
# CANADIANS BUILD FINANCIAL SECURITY WITH MUTUAL FUNDS

**\$1,310,000,000,000**

**Industry Asset Under Management  
(\$ billions)**

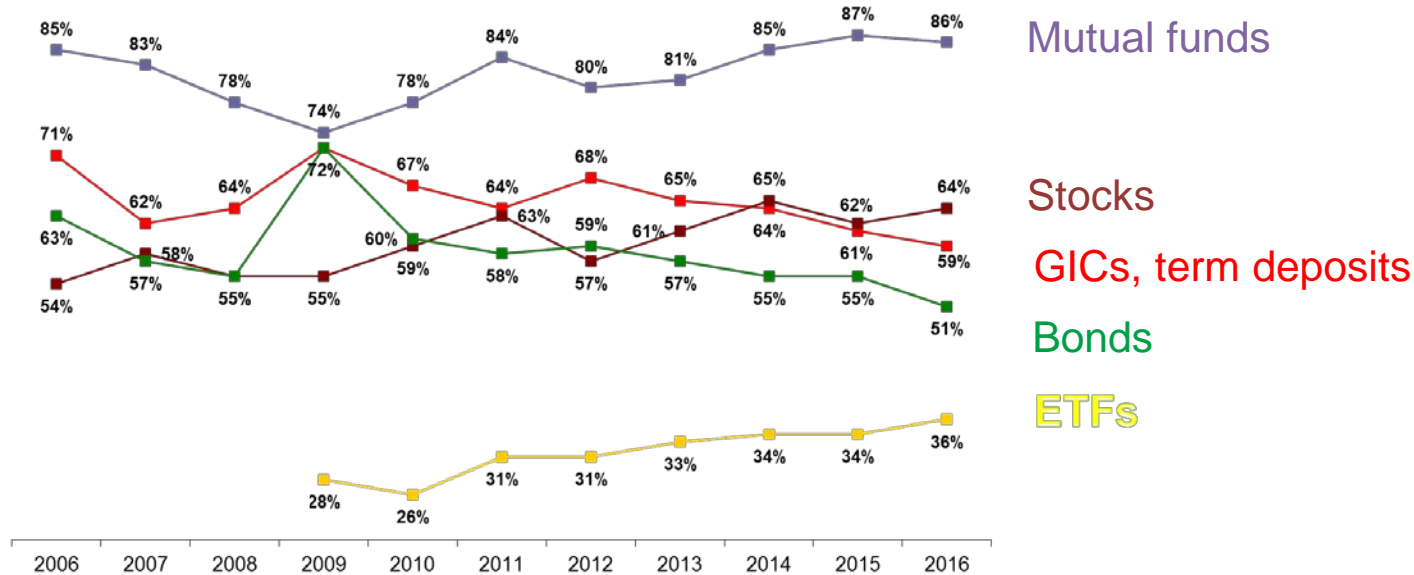


# CANADIANS PLACE MORE IN FUNDS THAN IN DEPOSITS



Source: Investor Economics, 2016

# MUTUAL FUND INVESTORS HAVE MORE CONFIDENCE IN FUNDS THAN IN OTHER PRODUCTS



Source: Pollara 2016

# MUTUAL FUND INVESTORS VALUE FINANCIAL ADVICE

I get better returns as a result of advice.



My advisor helps my savings habits.



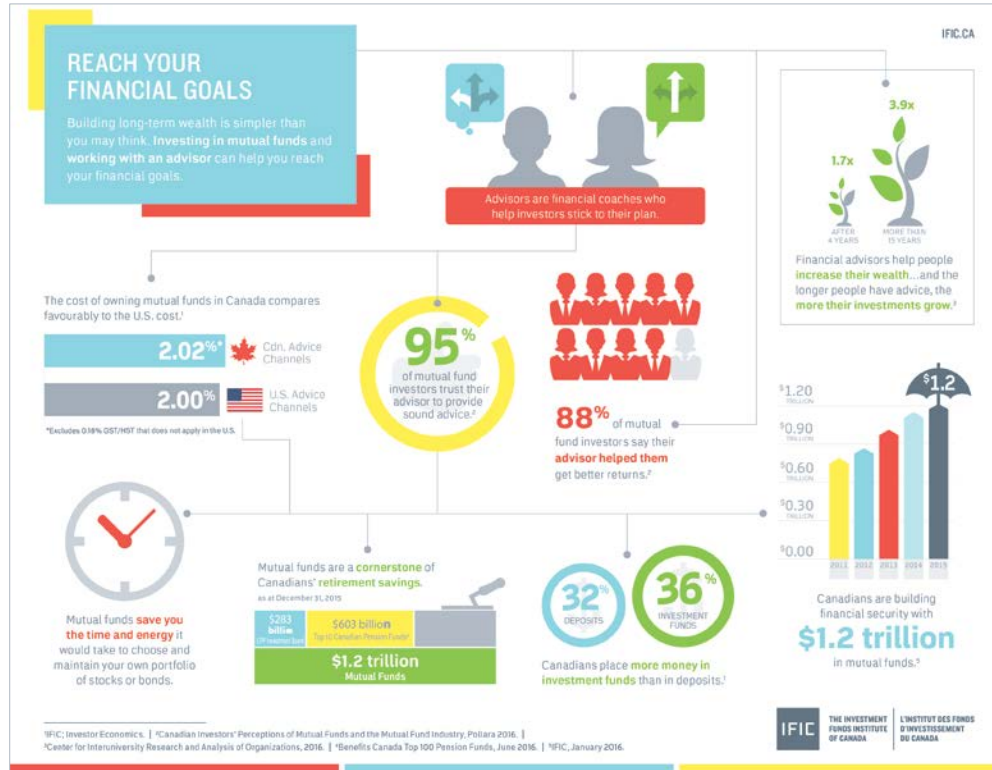
I get value for the money I pay my advisor.



Source: Pollara 2016



# INVESTORS VALUE ADVICE. ADVICE CREATES WEALTH.



†IFIC, Investor Economics. | ‡Canadian Investors' Perceptions of Mutual Funds and the Mutual Fund Industry, Poliana 2016. | †Center for Interuniversity Research and Analysis of Organizations, 2016. | †Benefits Canada Top 100 Pension Funds, June 2016. | †IFIC, January 2016.

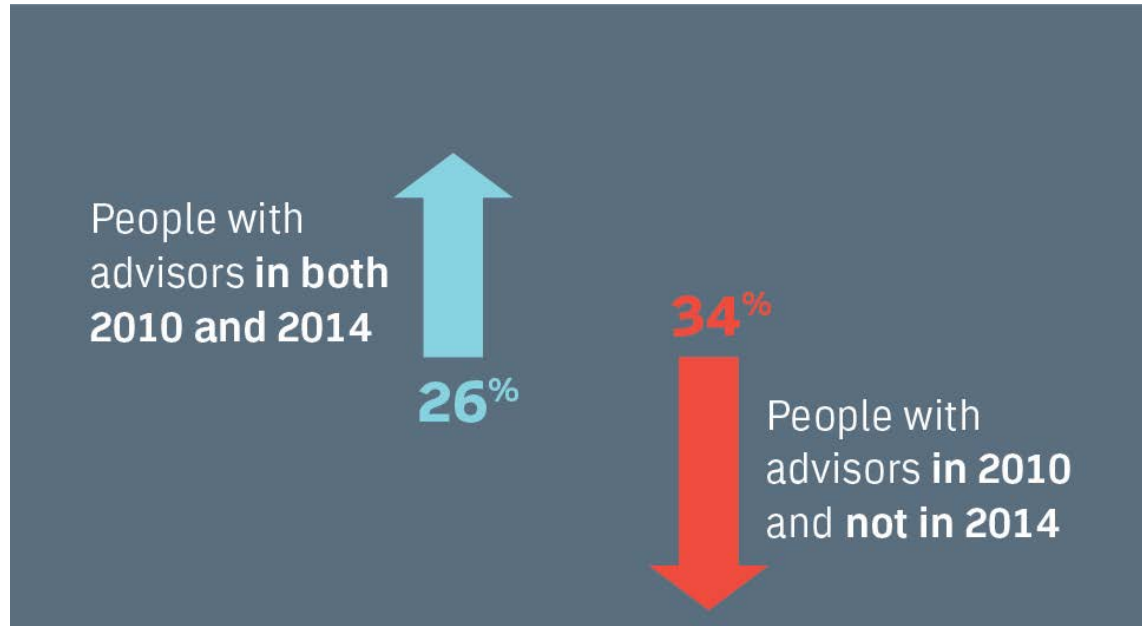
# THOSE WITH ADVISORS HAD UP TO 3.9x MORE WEALTH

Increase in wealth for  
those with advisors compared to  
those without advisors



Source: CIRANO 2016

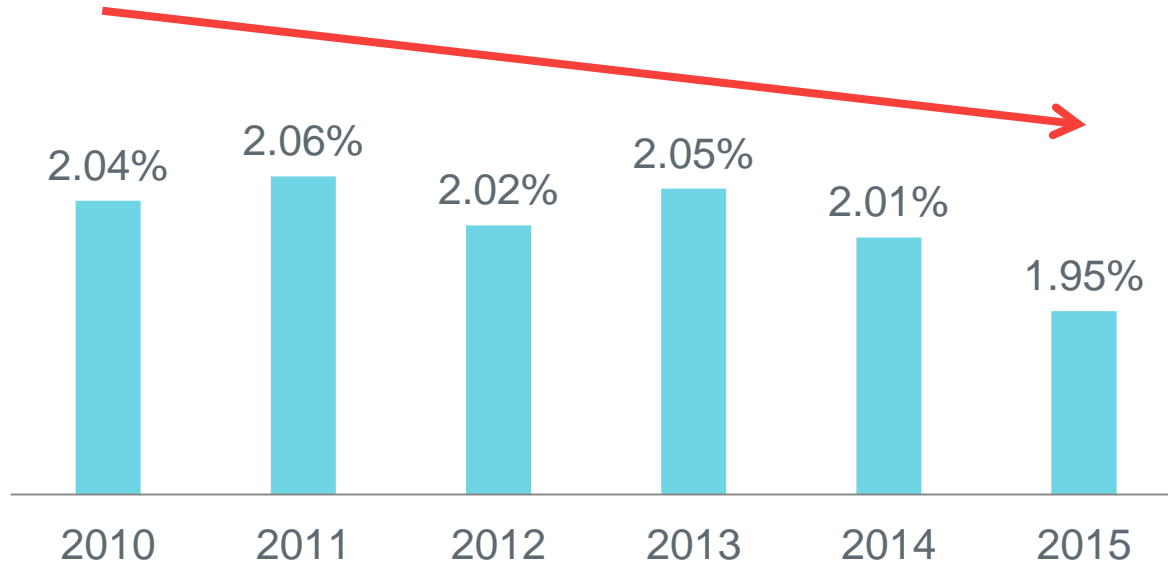
# PEOPLE WITH ADVICE GAINED WEALTH; THOSE WITHOUT ADVICE LOST



Source: CIRANO 2016



# MERS ARE CONTINUING TO DECLINE



Source: Investor Economics, 2016

# FULL CONTEXT IS NEEDED TO REFLECT ON CLIENT-ADVISOR OBLIGATIONS

## Five factors to consider:

- Broad and lasting benefits of advice
- Market forces transforming the industry
- Increasingly competitive landscape
- Transformation of behaviours due to CRM2 and POS
- Unintended consequences in other jurisdictions