



Frank  Wiginton

FINANCIAL PLANNING

Helping You Sail Successfully
into the Future

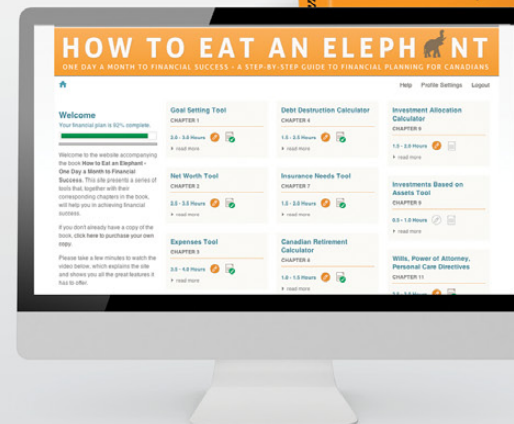
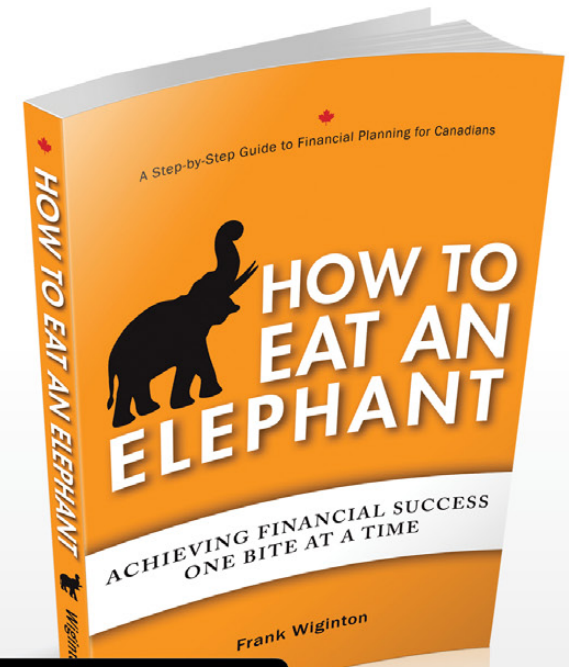
Take the first step to preparing your financial plan.

Buy a copy of Frank Wiginton's book *How to Eat an Elephant: Achieving Financial Success One Bite at a Time*

This book takes you step-by-step through the process of getting all your financial affairs in order. Chapter-by-chapter you will learn how to prepare your finances so you can successfully prepare a proper financial plan. Using the almost fill-in-the-blank online tools after each chapter and printing off each report you will have your finances in order in no time. You will learn:

- > **how to set and prioritize financial goals**
- > **how to build net worth and cash flow statements**
- > **how to tackle debt and reduce interest**
- > **how much money you'll need to retire – and why it may be less than you think**
- > **how you can protect your family and finances from life's ups and downs.**

The information in this book will empower you to make better financial decisions and save you thousands of dollars in fees and interest.



A Step-by-Step
Guide to
Financial Planning
for Canadians



Buy the Book

Available at: **amazon.ca**

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Introduction

I truly believe that everyone can have a better quality of life through proper financial planning and advice. Finances are one of the greatest stresses in people's lives and it affects everyone. If I can help you really understand your finances to make better financial decisions, I believe you will have a better life. It's been my work life's goal to provide independent, unbiased, professional advice.

— Frank Wiginton

As a Certified Financial Planner I am passionate about helping people with their personal finances. Whether I'm at my desk, meeting a client, or sailing the waters of the world, all of my activities are based on the same principle:

Having a proper plan makes everything easier and increases the likelihood of success.

A financial plan will help guide you to a safe destination. It will enable you to achieve your goals and will show you the way to a better quality of life.

Working with a certified financial planner is like having a trusted guide to assist you in navigating uncharted waters. The planner becomes your compass and the financial plan becomes your map.



What IS a Financial Plan?

Many of the people I meet tell me they have a financial plan. When I ask to see it, they say, “I don’t have it written down.” Or they show me one or two pages with a chart or graph showing the asset allocation of their investments.

When I start asking questions about their goals, taxes, real estate, estate plans, and insurance, they usually have little to say.

So what is a financial plan and what should it cover?

A comprehensive financial plan is a document that helps you develop a clear understanding of your financial position now and into the future.

In this way, a financial plan provides clarity and peace of mind about what lies ahead. How does it do this?

By mapping out specific and comprehensive ways for you to achieve your goals and dreams.



What IS a Financial Plan

By preparing a financial plan, you will:

- Determine exactly what are your assets
- Identify and understand where you spend your money
- Set goals that are specific, measurable, attainable, realistic, and time-limited
- Understand, organize, and structure debts efficiently
- Determine investment returns needed and structure asset allocation
- Understand where your money is invested
- Develop income-splitting strategies to reduce taxes and avoid government benefit clawback
- Learn effective ways to reduce your taxes every year and over your lifetime
- Develop strategies to increase personal wealth
- Identify areas of personal risk and develop solutions to protect against them



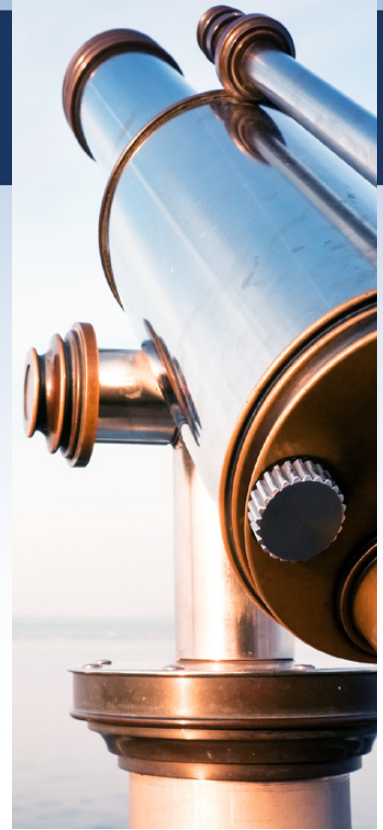
What IS a Financial Plan

- Learn how and when to draw income from various sources such as your RRSP, CPP, and trusts
- Learn ways to reduce your RRSP's and control your average tax rate
- Build strategies to efficiently and effectively pass assets to future generations
- Learn and understand effective ways to donate to charity

My question to you is:

Are you ready for a better quality of life?

By giving you a solid understanding of your finances and moving you steadily toward your goals, a financial plan will provide greater peace of mind today and greater confidence and success tomorrow.



What Is NOT a Financial Plan

Don't be fooled by a sales marketing piece masquerading as a financial plan. Many institutions will say they will prepare a financial plan for you and many times it is simply a sales tool to help sell their products.

A financial plan is NOT

A two-page document you receive after spending 15 minutes with someone at the bank – a document that tells you how much you should to put away every month into the bank's balanced mutual funds. AT BEST this may be considered a retirement goal plan – but not really.

A financial plan is NOT

A report you receive after spending an hour or two with an investment advisor at a brokerage firm and answering a two-page questionnaire to determine your "risk profile". AT BEST this may be considered an investment plan – but not really.

A financial plan is NOT

Sitting with an accountant to figure out how to reduce your taxes each year. AT BEST this is a tax plan – but not really.



What Is **NOT** a Financial Plan

A financial plan is **NOT**

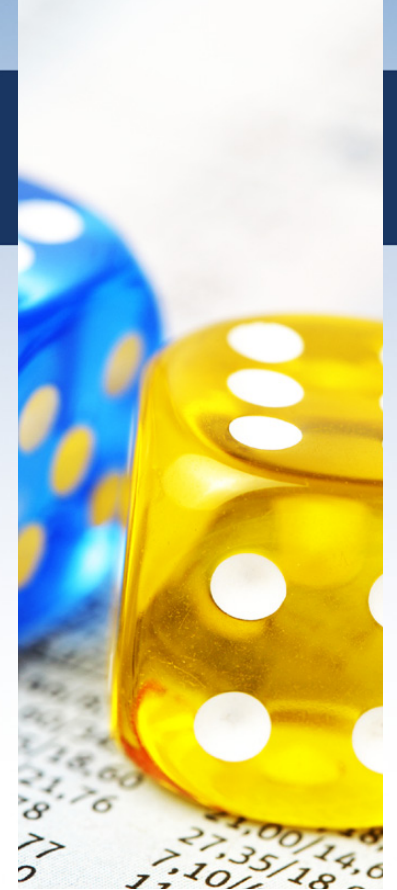
Working with a life insurance agent on a variety of different insurance policies and segregated funds that promise you a prosperous retirement starting at age 55. AT BEST this may be a combination of a retirement plan and a protection plan – but not really.

A financial plan is **NOT**

Consulting with an advisor whose only solution is to offer you investments in mutual funds and GICs, promising you big returns. AT BEST this is an investment plan — but not really.

A financial plan is **definitely NOT**

Buying lottery tickets, getting advice from Dad, hoping to sell a business, flipping real estate, gambling at the casino, or trying to pick the next Google stock. AT BEST this is exciting entertainment – but not really.



Why Get a Financial Plan?

Many people have asked me, “Why should I have a financial plan? What questions will a financial plan answer?”

Many are not even aware of the array of questions they can ask when it comes to their personal finances.

When I sit and chat with people about finances and mention some of the areas to address, they frequently respond with, “I never thought of that before!”

A financial plan will give you the answers to the following questions:

- When can I retire?
- Will I run out of money?
- What investments should I consider?
- How much do I need to save?
- Should I participate in my company’s pension or RRSP plan?
- Should I pay down my mortgage or contribute to my RRSP?



Why Get a Financial Plan?

- Should I contribute to my RRSP or TFSA or both?
- Should I borrow to invest?
- Should I have a fixed or variable mortgage?
- What can I do to reduce my taxes?
- How much and what kind of insurance should I have?
- What is the most effective way to transfer my estate to my children?
- How should I set up or structure my business?
- What is the most effective way to give to charity?
- Am I on the right track?
- Am I taking too much or too little risk with my investments?



What Is the Value of a Plan?

According to a recent study of the Financial Planning Standards Council, “Individuals with financial plans feel better prepared to deal with difficult economic times and feel more apt to achieve life goals.”

Here are some very dramatic and conclusive findings by the FPSC.

FPSC Releases Highlights from Value of Financial Planning Study

Toronto, June 16, 2010 – Canadians who have engaged in comprehensive, integrated financial planning are significantly more optimistic about their personal wellbeing as compared with those who have not. Individuals with comprehensive, integrated plans feel better prepared to deal with financial emergencies and manage through difficult economic times, and are more confident about reaching a wide spectrum of life goals. Furthermore, there is measureable proof that those who have engaged advisors for only piece-meal, “as needed” financial advice are being left behind by Canadians engaged in comprehensive, integrated planning. These are just some of the findings of the Value of Financial Planning study, which was conducted by The Strategic Counsel and commissioned by Financial Planning Standards Council (FPSC).



What Is the Value of a Plan?

The first phase of this five-year study was conducted during one of the most difficult economic periods in Canada's recent history (between August 7, 2009 and January 21, 2010).

The study defines “comprehensive, integrated financial planning” as that in which one's main financial advisor has provided financial planning for major life goals and events, or at least three of the following planning components: household budgeting, tax, retirement, estate planning, investing, debt or risk management.

“Limited financial advice” was defined as engaging in just one or two of the aforementioned components.

“Never before has there been such concrete, empirical evidence confirming the value proposition of comprehensive, integrated financial planning, and its impact on people's confidence in achieving life goals and managing through difficult times,” says Cary List, President & CEO of FPSC. “These results further under-score how comprehensive, integrated financial planning is salient for one's financial and emotional wellbeing – not just in the good times, but particularly through the tougher times.” says List.



What Is the Value of a Plan?

“Financial planning is about putting financial strategies in place to help you manage your finances to achieve a wide spectrum of life goals in both the near- and long-term. Undertaking ad hoc, or limited financial advice, while clearly better than nothing, just doesn’t have the same impact as taking a comprehensive view of how to best manage one’s finances to meet your life goals. And those who are doing no planning at all are being left far behind,” says List.

The research also revealed that 61 per cent of individuals who engaged in comprehensive, integrated financial planning felt confident that they will be satisfied with their financial situation in retirement, as compared with 27 per cent with no financial planning and 46 per cent who had engaged in only limited advice “The research proves that those engaged in comprehensive, integrated planning have a far more positive outlook regarding their financial affairs, especially with regards to their longer-term financial wellbeing,” adds List

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To see the full study and for more information, please contact the FPSC at fpsc.ca.



What Is the Process?

On average, a proper financial plan takes 20+ hours to prepare. Depending on the complexity of the situation it may take many more. If the following steps aren't taken, you may wonder whether the plan is as comprehensive as it should be.

Initial Interview (one or two hours)

The process begins with an interview. The financial planner asks many questions to understand the big picture of your situation. You are encouraged to think about areas you may not have considered. The interview concludes with the signing of an engagement agreement outlining both parties' roles and responsibilities.

Data Gathering

You are asked to fill out a comprehensive questionnaire and supply the planner with copies of investment and mortgage documents, insurance policies, Wills, Powers of Attorney, Trust and incorporation documents, tax returns, and any other pertinent information.



What Is the Process?

Data Analysis (five or six hours)

An initial draft of the financial plan is drawn up based on all of the data supplied and the information from the initial interview. This draft includes some options and recommendations.

Draft Plan Review Interview (two or three hours)

The draft plan is reviewed followed by an open discussion of what you like and dislike about it. You are encouraged to offer additional suggestions concerning what you would like to see in the plan.

Preparing the Plan (three to five hours)

Following the review, the plan is refined, incorporating the ideas and solutions identified and suggested. Then the final plan is put together.

Plan Review (two or three hours)

The plan is reviewed thoroughly to ensure that you completely understand and agree with all aspects of it. The plan is adjusted until you are 100% satisfied.



What Is the Process?

Plan Implementation (two or three hours)

The solutions needed to implement your plan are sourced and presented to you. All aspects of those solutions are clearly explained to ensure you are completely comfortable with beginning the implementation process.

Follow-Up

This is especially crucial during the first three months after the completion of the plan to ensure that all questions and concerns are addressed and the implementation has been successful.

As a trusted resource for unbiased financial information, a financial planner's role is to advise and be accessible to you. Financial planners work with you to update and change your financial plan through significant life changes and/or every 18 months.

It is important for you to know that your plan is on track so you can have the confidence to live your life free of financial worries.



My Philosophy

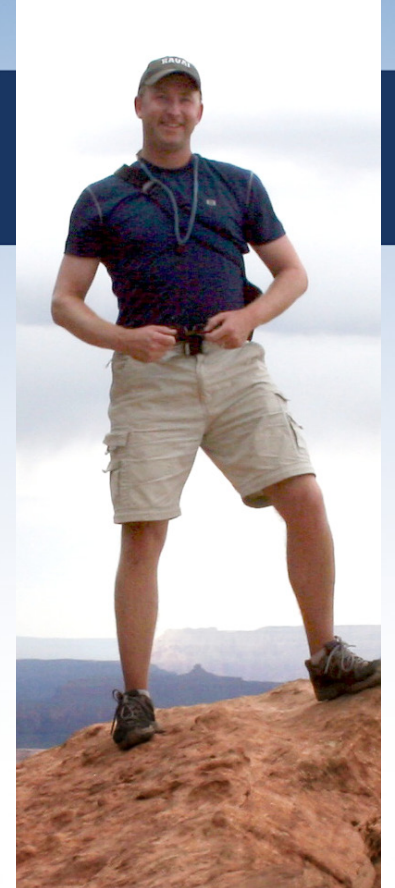
I believe people can't know what to invest their money in, what type of insurance they need, what mortgage option is best for them, or how much they need to save for any financial goal unless they have a proper financial plan.

So many people pluck numbers out of the air and so many advisors sell the easiest products or the ones that pay them the most in commissions.

Most clients I work with in preparing a financial plan have inappropriate or inadequate investments, insurance, mortgage, or all three!

My question is always this:

How can I know what to recommend to you, if I don't first understand your financial situation?



My Philosophy

When I develop a comprehensive financial plan for my clients, I know what they truly need and want. That means I can go out to the entire market to find the solutions that are appropriate.

My purpose in life is to help people. I have chosen to do this through providing independent, unbiased financial education and advice.

I have seen the benefits to many people time and time again. When I break the complex world of personal finance down into smaller, bite-sized pieces for them, they find it much easier to understand their personal finances and are able to implement their financial plan.

As a result of my approach, most of the people I speak with find greater peace of mind and go on to live a better quality of life. To learn more about me and my approach to financial planning, please visit my website at frankwiginton.com and pick-up a copy of my book *How to Eat an Elephant – Achieving Financial Success One Bite at a Time* online at Amazon.ca or in all the Chapter Indigo stores throughout Canada.



About Frank Wiginton

Frank Wiginton is a personal finance speaker, coach, educator, Certified Financial Planner and author of the book *How To Eat An Elephant – Achieving Financial Success One Bite at a Time*. Over the past 14 years, Frank has made it his mission to assist others to improve their lives by providing unbiased financial advice. He works with clients to prepare comprehensive financial plans that help them achieve a better quality of life.

For the last five years, Frank's work has been focused on educating and coaching employees on their personal finances. Frank develops and delivers customized financial education seminars, webinars, and one-on-one coaching to employees and executives through the Employee Financial Education Division. Some of the companies Frank has worked with in the past include: Sony BMG, BCE, Apotex, Ontario Power Generation, The Toronto Star, Dundee Securities, and many others.



About Frank Wiginton

Frank has appeared on Business News Network (BNN), CITY TV, Global TV; been heard on CBC radio and quoted in the *Globe and Mail*, *National Post*, *Toronto Star*, *MACLEANS*, *Canadian Business*, *Chatelaine*, *Benefits Canada*, and *Money Sense Magazine*. Frank is also the personal finance writer for *CorpCare Magazine*.

He is a Certified Financial Planner (CFP), Registered Retirement Consultant (RRC), Financial Management Advisor (FMA), Canadian Investment Manager (CIM), Fellow of the Canadian Securities Institute (FCSI) and Fellow of the FPSC™.

A passionate father, sailor, traveller, photographer, and outdoorsman, Frank lives in the Toronto area with his wife and daughters.



Contact Frank Wiginton

To start your financial plan, contact Frank, and get ready to sail successfully into the future.

Frank Wiginton CFP, RRC, FMA, CIM, FCSI, FELLOW OF FPSC™

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Check out our other websites:

HowToEatAnElephant.ca

CanadianRetirementCalculator.ca

EmployeeFinancialEducation.ca

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