



ETHICALLY FOCUSED INVESTING

Not all investments are created equal, but we are doing what we can to provide truly ethical options for clients who have prioritized socially responsible investing as a goal in their portfolio.

Our primary role is to help our clients maximize their ability to accomplish financial goals. To do that, we have to understand your priorities and figure out the most effective way forward, taking into account any goals we need to operate within, whether financial or personal.

We've had clients approach us looking for options that focus on Ethical investing on an increasing basis. Indeed, over the past couple of years, investors worldwide have been making a strong push for investments developed around themes that reflect an attitude of social responsibility.



Unfortunately, many of these products have ranged from **not great to downright bad**. They tend to fall short of the objective to achieve financial needs, don't live up to their socially responsible promise, or they fail on both counts.

Recognizing the demand from some existing clients as well as the general public, we decided to explore the possibility of creating ethically focused investment products that we could recommend with a clear conscience. To achieve this would mean constructing portfolios that are financially sound and at the same time ethical enough to meet the needs of investors for whom that has become a defining principle.

After months of effort by our entire investment team, we have come up with portfolios that we feel offer thoughtful adherence to the ESG standards and the spirit of ethical investing.

When building our portfolios, we focused on several ESG themes. Every investment in these portfolios is made with the following factors in mind:



ENVIRONMENTALLY FRIENDLY



FOSSIL FUEL



EMPLOYEE RELATIONS



HUMAN RIGHTS PRACTICES



EMPLOYEE DIVERSITY



COMMUNITY DEVELOPMENT

Not only do our ESG portfolios emphasize those criteria, but additional stringent standards are applied around investing for positive change. Not every individual holding will seem flawlessly ethical because the goal is to deploy capital in an environmentally sustainable and socially responsible way. We have chosen managers who work with companies committed to progressively better behaviour. Because of this process and the underlying philosophy, we can stand behind these portfolios, confident they provide a reasonable risk-return trade-off for clients who prioritize Ethical investing concerns within their portfolios.

Because of the screening criteria and additional standards, some potentially profitable investment opportunities are, of course, eliminated. This fact may reduce the return potential or overall diversification of the portfolio. Although we've been painstaking in their construction and believe our ESG screened portfolios will deliver reasonable growth over time, it's important to note that even a small difference in returns can be meaningful to your financial goals over many years.

The reduced diversification of an ESG portfolio means it is also likely to experience greater volatility. You may see your friends get a 5% rate of return while you experience a 5% loss. You may also see your portfolio value decrease more than a conventional portfolio during market downturns.

We need to be confident that we can meet with you for years to come and know we have always delivered the best advice possible. However, we also want to feel we've done the right thing for you, as an individual and in keeping with your values. For these reasons, we're excited to begin offering ESG screened and ethically focused portfolios that can deliver on your financial plan and will also truly achieve your goal of investing ethically.

