

# RAWLING REPORT

WINTER 2003 • BROUGHT TO YOU BY



RAWLING FINANCIAL INC.

HELPING CLIENTS MAKE WISE DECISIONS REGARDING THEIR WEALTH

## A Dozen Questions

### Profile on team member JoAnne Laird, *Investment Specialist*

Rawling Financial Inc. works with a team of specialists in many different fields. On one of her many trips to our office, Vicky Glinavs cornered JoAnne Laird, our Investment Specialist and interviewed her for the newsletter. JoAnne received her Certified Financial Planner designation in 1999.



1. Question: What was your first job and what did it pay?

*Answer:* My first job was at Marks and Spencers as a Sales Clerk. I made a whole \$3.45 an hour and thought I was rich! I credit Marks and Sparks for teaching me the fine art of customer service.

2. Question: What do you consider your greatest accomplishment?

*Answer:* My greatest accomplishment other than having a wonderful family, is obtaining my CFP designation. Working full time, being a parent and wife and taking two or three courses per year was a challenge, but well worth it!

3. Question: In a fire, what one thing would you rescue from your office?

*Answer:* I would rescue my pet fish, Floyd.

4. Question: What is your favourite place?

*Answer:* Anywhere up north on a quiet lake with lots of trees. Preferably with a good book and a glass of wine in hand!

5. Question: What is your greatest fear?

*Answer:* My greatest fear is for something to happen to my family.

6. Question: How long have you known and worked with Rawling Financial?

*Answer:* I've worked with Rawling Financial for about five years; we work well together and have a lot of fun!

7. Question: How long you have been at Quadrus Investment Services and Great-West Life? Can you give us a brief history of your career and tell us a bit about your background?

*Answer:* I started with London Life in 1981 and have worked in various departments, but mainly specialized in the Retirements Products area. I have worked in marketing, product design and development and for Quadrus Investment Services, our mutual fund dealer. I am currently the Regional Manager of Retirement and Investment Services for the Western Ontario Region (London, Windsor, Sarnia and Chatham).

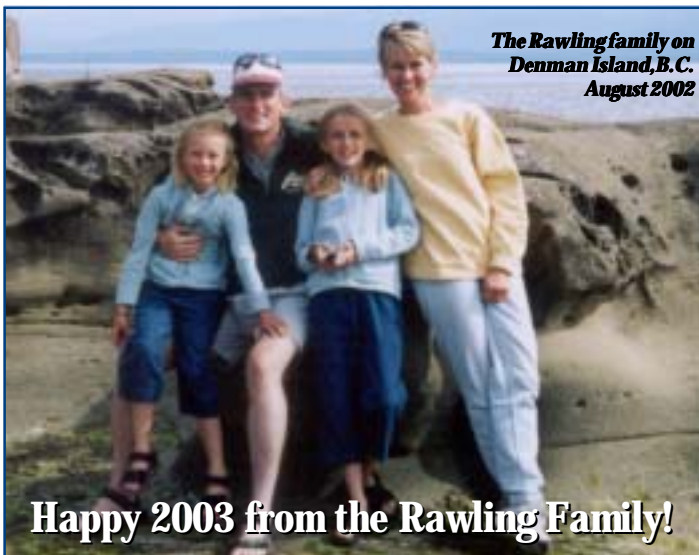
8. Question: What are the skills that you feel you bring to the team and the client?

*Answer:* I believe that I can help the Rawling Financial clients and Hugh by clarifying what goals we are trying to achieve and ensuring that the portfolio suits the clients needs, both financially and emotionally. There is no sense creating the perfect portfolio that the client worries over. I spend time with the client and ensure that we present a proposal that will allow them to achieve their goals, but I ensure that their risk tolerance is taken into consideration.

9. Question: What charities do you support?

*Answer:* I am very involved with the Make-A-Wish Foundation. As well as working as a volunteer wish grantor, I am involved in running a charity golf tournament to raise funds for this very worthwhile foundation.

*continued on back*



**The Rawling family on  
Denman Island, B.C.  
August 2002**

**Happy 2003 from the Rawling Family!**

**Thinking of topping up your RRSP with a RSP loan? We offer competitive rates (prime rate for 1 and 2 year terms) and can take your application up to February 26, 2003. Cash Deposit Deadline is March 3, 2003.**

# Values-Based Estate Planning Trail

**W**ith over a thousand clients – many of them business owners – it helps us to know what direction to take with each meeting we have. I have a visual image of us walking down a trail in a certain direction. We strive to take a trail that is right for them at that time. We have three trails and I will explain all three in more detail in this article. First is the *Values-Based Estate Planning Trail*, then the *Planning Trail* and third, the *Product Trail*. This article will focus on the *Values-Based Estate Planning Trail*.

I'm in my third year of training in *The Legacy Wealth Optimization System™* – America's leading approach to values-based estate planning, founded and taught by Scott Fithian, of Boston. This is a follow-up to the article in the Spring 2001, *Rawling Report*.

In review, there is a natural priority in planning objectives that seem consistent. It starts with a base of *financial independence*. When an individual or couple attain their financial goals, they may want to define a *family legacy* goal. With any excess wealth, they might want to consider leaving a *social capital legacy*. This would be in the form of gift or tax. I find most clients like to give a gift to charities of their choice, as opposed to tax where the government decides how to spend it.

The work we do helps our clients to have clarity about their goals – at each level – and to protect those goals. If a person is clear about having excess wealth after their *financial independence* has been provided for, then they will be more comfortable dealing with *family legacy* and then *social capital legacy* goals.

The area that makes the *The Legacy Wealth Optimization System™* approach different from others I have seen is that it comes from a different place. There is a *planning horizon* shown in the middle of the diagram and we start above the horizon and delve into a person's *Mission, Vision, Values and Goals*. In this *Discovery Phase*, a lot of time is spent getting priorities and clarity before we can move below the *planning horizon* to look at *Strategies, Tactics and Tools* to solve any problems that have come out of the *Discovery Phase*.

Then second is the *Creative Solution Phase*. We think about the solution which brings confidence. Third is *The Strategy Deployment Phase*, where we implement the solution to bring results. *Fourth comes the Results Management Phase*. We then go back above the horizon to manage the results and have regular reviews which gives stability to the plan. The system works in a circle and reviewing what has changed is an important part of the regular process.

This type of work is not for all my clients. Many are building wealth and not at a stage of *excess wealth* beyond what they mind need for their *financial independence*. For many clients the *Planning Trail* might be appropriate – do a quick computer analysis – to see if they are on track for their retirement income or life insurance coverage goals for their family's security. The *Product Trail* is also available to add a product – such as adding to an RRSP or to exercise an option to add some life insurance non-medically. It's nice to have the

flexibility of the different trails available for our clients, based on their current status. Call us for details.

*"Happy trails to you, until we meet again..."*



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## A Dozen Questions

*continued from front...*

10. Question: What is your favourite Web site?  
Answer: My favourite site would be Canoe.ca. I can quickly get an update on anything I need and it's always up to date!
11. Question: What is the airspeed of a swallow??  
Oooooops... got carried away!  
Answer: 25 knots.
12. Question: Is there a particular aspect of your job that you really like?  
Answer: I love working with goal-oriented people and helping them plan for their retirement, provide their children with an education or a dream vacation. I would like to wish all of the Rawling Financial Inc. clients all the best in the New Year and look forward to meeting many of you!



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