

# RAWLING REPORT

FALL 2008 • BROUGHT TO YOU



BY RAWLING FINANCIAL INC.

HELPING CLIENTS MAKE WISE DECISIONS REGARDING THEIR WEALTH

## My thoughts on the market's mood swings

It's Tuesday, Sept. 30, 2008 and I'm looking at the newspaper. It says yesterday the TSX fell 840.96 points (6.9 per cent), suffering its worst one-day loss ever. I can see why investors might get in a negative mood about the stock market today. I personally continue to invest in the market through equity funds I purchase on a monthly basis. Why? Because I have a plan and it anticipates that stock markets will go up and down. In my opinion, they appear to "rise like an escalator and fall like an elevator." So, I don't get too surprised when this happens. I use a strategy called, "dollar cost averaging." I expect one day, I will be pleased with the investments I purchased at this time. I look at this as buying things on "sale."

I find having the proper "asset allocation" helps calm me on days like these. I have access to cash in my high interest savings account and that is good. I have my fixed income assets and I find this part of my portfolio is much less volatile. At times like this, I feel really good having money in my permanent participating life insurance policies that provide me with the insurance protection I need as well as the opportunity to accumulate tax-advantaged savings for the future. During times of economic change, the London Life dividend scale interest rate has been relatively stable compared with many financial instruments. The dividend scale has not varied by more than 440 basis points or 4.40 per cent between the highest and lowest point in the last 30 years\*. Also, the dividends on a participating policy have a cash value associated with them. This cash value, once credited to the policy, is vested and cannot be reduced or used in any way without the policyholder's authorization (for example, to pay premiums). That feels good too! When I'm calmer, I find I make better choices with my money.

I have mentioned what I'm doing, but I am also happy to meet with you to discuss investment strategies that may

be prompted by changes you're experiencing, as well as insurance needs. This is part of what we offer as a part of our "Product Trail" offering. We have our "Planning Trail Program", which encompasses comprehensive planning. To learn more, you can look at our current brochure: <http://www.rawlingfinancial.com/pdfs/TrailsBrochure2008.pdf>

\*Dividends are not guaranteed and past results should not be considered indicative of future performance

*Surf's up...*



*Hugh "boarding" in Tofino B.C., August 2008  
– a unique opportunity!*

# Self-employed?

## CUSTOMIZE YOUR DISABILITY & CRITICAL ILLNESS COVERAGE

**T**rends in the Canadian job market show there has been a steady increase in the number of self-employed individuals.\* This is a segment of the population that has less access to group and employer benefits and has a high need for varying types of individual disability and critical illness insurance.

There are many individual disability and critical illness products and features designed to provide coverage for business owners and their employees. Whether it is a product to attract and retain skilled workers, key employees or ensure coverage of ongoing business expenses, customizable solutions are available to you as a small business owner in the event of a disability or critical illness.

For example, as a self-employed individual you may be interested in an overhead expense plan in addition to your personal disability coverage to help cover ongoing business operations expenses while you are unable to work.

### **Make succession planning easier**

Perhaps business succession planning is top of mind right now. Perhaps you and your partners are concerned about a forced sale situation or having to unfavourably restructure your business if either of you were suddenly unable to work.

If your partner is disabled for an extended period of time, can you run the business on your own? Will your disabled partner appoint a family member to assume his or her responsibilities? In the event a partner becomes disabled for an extended period, buy-out insurance may provide funds to purchase the disabled partner's interest in the business. Is a disability insurance buy-out plan the missing link in your buy-sell agreement?

### **Coverage can aid in staff retention**

Perhaps you are considering providing disability coverage for your key employees as an incentive and means to help retention. You may want to consider a Salary Continuation Plan (SCP). An SCP is a method of grouping individual disability insurance policies, whereby the premiums are paid by the company and are considered a tax deductible business expense.

The financial impact of surviving a critical illness also may be a concern. In the event of a critical illness, such as life-threatening cancer, heart attack or stroke, a lump sum amount may help you and your business survive financially from some of the potentially devastating costs of surviving such illnesses. Even having coverage for your

spouse may help, while you choose to stay home to care for your spouse who is living through a diagnosis of a critical illness.

These are just some of the ways disability and critical illness insurance plans may be able to help you, your business and even your employees.

Talk to Hugh about the many products and features that can be customized to meet your personal and business needs.

\*Statistics Canada, CANSIM, Self-employment, historical summary 2005



**Coreen  
Wheaton**

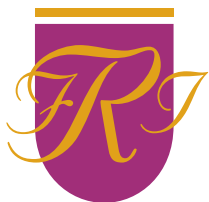
*Customer Care Assistant  
Rawling Financial Inc.*

With over 20 years of experience providing customer service, Coreen joined the Rawling Financial team in December 2007.

Previous to joining the Rawling Financial team she held the position of Executive Administrative Assistant in a major London brokerage firm, working with senior levels of corporate management.

Driven by her commitment to building strong client relationships and meeting client needs, Coreen's pet peeve is "poor customer service."

Coreen is ready to support all our clients' administrative needs, including investment details, life, disability and critical illness insurances and completion of your "Planning Trail Program."



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