Join the Millionaire's Club?

QUESTION: If you knew that North America's richest people used investment counsellors and institutional money management to handle their wealth, would you want to know if you could do the same?

Short answer: yes. In the past, institutional money management was just for the very affluent. Minimum amounts were counted in the millions, so it was not an option for the average investor. Today, however, packaging and technological improvements have given the middle class investor access to the best money managers and investment software in the industry. Ask your investment advisor about the various options available; Wellington West's is the Waterfront Managed Investment program.

What does this mean? With a $250,000 portfolio, an investor can access the same high level of money management as someone with a $10 million portfolio. Investment counsellors structure your portfolio to your exact personal specifications. They select your stocks, minimize your taxes and plan your estate. They do NOT charge commissions but rather a fee for service, so there is no conflict of interest. Instead of rate-of-return, performance is based on risk-adjustment. In the last three years, this feature alone would have more than paid for itself.

Reporting is done as if your portfolio is a business. That only makes sense, since at some point in time your nest egg will become your biggest business venture. It is necessary to treat it like a business, and in keeping with this philosophy, reporting includes profit and loss, income, cash flow and capital gain and loss statements. With this level of information, detailed reporting becomes essential for clarity and client understanding.

A final point, but perhaps the most important, is safety. Money mangers, consultants and independent advisory groups all scrutinize your investment portfolio. This due diligence process is the best in the business.

If managing your money like a multi-millionaire interests you, call your investment advisor and ask about institutional money management and investment counsellor relationships.

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