

## What to Expect from Chris Ball and his Team

As your financial advisor, we recognize that we have to continue to meet and exceed your expectations. If at anytime you have an issue, concern or question feel free to call us immediately! With Chris and his Team...there is no such thing as an unimportant question.

### **Here is our Client Service Standard:**

1. We commit to listen to your needs, wants and concerns each time we communicate. We will not make a recommendation until we fully understand your problem.
2. We will always explain your financial planning options, costs and our relationship with suppliers when making recommendations to you. We want to ensure that you feel that we are putting your interests ahead of ours.
3. We will always explain our recommendations in plain language so that you always understand what we are talking about.
4. We will contact you to set regular meetings to review performance and to discuss future planning opportunities.
5. We will always be available by phone, face to face or by email to ensure that we meet your communication needs.
6. We will provide all clients with the option of a comprehensive financial plan so that you understand all of your risks with regard to investment returns, retirement income, tax, insurance, wills, estate planning and powers of attorney.
7. We endeavor to fully understand your lifestyle and retirement needs so that we properly balance the risk in your portfolio with your expectation of returns.
8. With regard to the performance of your portfolio, we will measure your investment performance against written goals and benchmarks rather than rely on historical performance.
9. A large component of our role as your advisor is to educate you to new ideas and opportunities. We commit to bringing you new and relevant ideas that are introduced to the marketplace.
10. As your advisor, you can entrust us to always make you feel comfortable in fully explaining all fees and costs with the implementation of your plan.
11. We have a 24 hour "return call" policy. If you call us with a question, concern or issue we will get back to you as soon as possible.

**At Assante, you are "Well Advised."**

**Chris Ball, CFP, CIM, FCSI, Financial Planner  
Assante Capital Management Ltd. (Member – CIPF)**



*Be well-advised.*