Discretionary Portfolio Management

- Delivering Freedom

What is Discretionary Portfolio Management?

Most people today are too busy or simply not comfortable with having to make the day-to-day investment decisions that are needed to successfully navigate the financial markets. And though it might feel as if your stockbroker is keeping you informed, in reality they are transferring the ultimate decision-making responsibility over to you.

However, a single phone call rarely provides an investor with the ability to adequately assess the merits of an investment, much less bear the responsibility of the final decision.

Pacifica Partners is different. We believe discretionary management overcomes the shortcomings of traditional investment advisory services.

Discretionary portfolio management involves utilizing a qualified team in order to recognize and implement the complex day-to-day decisions necessary to fulfill your investment objectives.

Working with You

Our process starts with a thorough consultation to assess your investment needs and objectives. As we implement our process on your behalf, we will provide regular reporting and direct lines of access to your portfolio management team. As your needs and objectives change we update your portfolio accordingly. This ensures that our investment management decisions are directly aligned to your objectives.

The peace of mind that comes from knowing that your portfolio is managed by experienced and knowledgeable professionals allows you to focus on the other important things in your life.

A Higher Standard

Discretionary portfolio managers are held to a higher standard to act as a fiduciary (a higher standard of care) for their clients. **At Pacifica Partners, we hold our fiduciary duty in the highest regard and as a result also adhere to a strict code of ethics to ensure that our clients' investment interests are always served.**

Comprehensive Solutions

We provide comprehensive management of your wealth by providing complete portfolio construction, asset allocation, and risk management.

We insist on providing our clients with personal semi-annual consultations, as well as client newsletters, email updates, webcasts, online account viewing, and access to our Investment Waves blog.

Our discretionary services revolve around you:

"In a world of off the shelf solutions you deserve a portfolio as unique as you are."

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Understanding Your Alternatives

Making sense of the investment options available to you can be difficult. Understanding what each type of financial services professional can and cannot provide is key to understanding which one is most suited to meet your needs.

In order to help you understand which investment option works best for you, we have summarized the differences between each option, as well as each option's strengths and weaknesses in the table below.

Investment Option	Services	Strengths	Weaknesses
Discretionary Portfolio Manager	● Comprehensive discretionary portfolio management.	● Provides optimal supervision of all aspects of your portfolio. ● Cannot accept inducements to sell any particular investment products. ● Transparent fee structure. ● Fee structure aligns manager and client's goals. ● Works to ensure that hidden investment costs are minimized to the greatest extent possible.	● Minimum account sizes often apply. ● Does not sell insurance products focuses entirely on managing investments. ● Not suited for clients who prefer not to delegate and would like to approve every portfolio transaction (delegation is necessary for successful portfolio management). ● Often hard to find due to specialized skill set.
Financial Planners	● Map out general investment objectives in context of your financial plan. ● Often act as agents for insurance products.	● Low or no minimum account sizes. ● Easy to find one – typically located in most bank branches.	● Often limited to providing higher cost investment vehicles such as mutual funds, guaranteed or segregated funds. ● Earn commissions from mutual fund fees (MERs). ● Banks and other financial institutions tend to have higher staff turnover, which impacts client relationships.
Self-directed (Online) Discount Brokerage	● Provide trade execution.	● Low or no minimum account sizes. ● High level of control over investments. ● Low cost transactions. ● Can purchase a wide variety of investments including funds, stocks and bonds.	● Little or no support for investment decisions. (No advisor is involved). ● Depending on objectives, the investor may expend significant time and effort to manage their portfolio.
Investment Advisor or Stockbroker	● Provide investment guidance and trade execution.	● Provide more guidance than self-directed discount brokerages. ● Have access to a wide variety of investments.	● Not eligible to perform discretionary management, with rare exceptions. ● Often incentivized to deal only in "cookie-cutter" products such as mutual fund "wraps" which forces client standardization. ● Remuneration structure may encourage active trading (turnover) to maximize commissions and fees.

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