

INVESTING IN YOUR EMPLOYEES = INVESTING IN YOUR SUCCESS

About Us

Affinity Capital specializes in group RRSP plans for small & medium sized companies that includes confidential one-on-one financial planning/ counselling for plan member employees.

Our professionals are dedicated in supporting and guiding the employer & employee to address any financial issues that may be affecting their work, health or life.

We have the tools and resources to help your employee get back on track to a healthy, productive future.

A Group RRSP Plan That Will Benefit You & Your Employees:

- No Up-Front Costs
- Quick & Easy Start Up & Enrollment
- Low Administration & Management Fees
- Instant Tax Reduction For Employee
- More Control Over Account & Investment Options
- Professional Management & Advisory Services
- Portability
- Income Splitting (Spousal Plans)
- Creditor Proof For Added Security
- Creates Goodwill With Employees

A WIN-WIN SOLUTION FOR EVERYONE'S FUTURE



AFFINITY CAPITAL ASSURANCE

EXPERTISE: Provide top-rated portfolio management, plan administration and financial planning tools to ensure the best value-added service to our clients.

ADVISORY/EDUCATION: Provide all plan member employees with confidential, one-on-one financial planning & coaching services to help them stay on track. This service is provided at no extra cost to plan member clients.

ON-GOING SUPPORT: Keep plan members abreast of current financial & legislative changes relevant to their needs through webinars, lunch & learn seminars, e-newsletters or one-on-one meetings as required.

NEED MORE INFORMATION, CONTACT US:

AFFINITY CAPITAL MANAGEMENT INC.

anup@affinitycapital.ca

Phone: (416) 333-8625

www.affinitycapital.ca

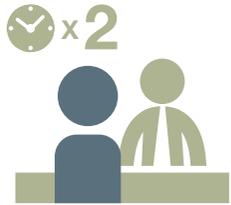
5 Easy Steps To Get Started:

1. Pick Your Plan
2. Quick & Easy Set-up Paperwork
3. Introduce Plan To Employees
4. Enrol Employees On The Plan
5. Set Contribution Options



Life's better with a CFP® professional.

CFP PROFESSIONALS KNOW THEIR CLIENTS



Compared to other financial advisors, CFP professionals spend almost **twice as much time working directly with clients**, which helps them understand their clients' financial and life goals.

CFP PROFESSIONALS EDUCATE THEIR CLIENTS



Canadians who work with a CFP professional are **32% more likely** to feel **very knowledgeable about financial matters**.

CFP PROFESSIONALS HELP THEIR CLIENTS STAY ON TRACK



Canadians who work with a CFP professional are **30% more likely** to consider themselves **very successful at sticking with financial strategies**.

Benefits of working with a financial professional:



64% say they are a trusted source of advice.



65% say they show how financial planning helps save money.



62% say they simplify and explain financial matters.



62% say they develop a long-term plan tailored to their needs that helps achieve financial goals.



60% say they adhere to a rigorous code of ethics.

Clients Rate CFP Professionals Highest On:



Honesty and integrity



Understanding clients' needs and goals



Placing client's interests first.

The Value of Financial Planning.

Consumers are challenged by their finances.



Only 18%

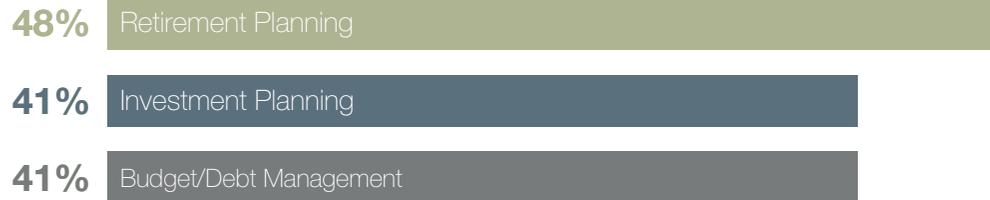
of Canadians **strongly agree** that they're **very knowledgeable** about financial matters.

Consumers are focused on:

- Being Debt Free
- Being Prepared For An Emergency
- Owning A Home
- Planning For Retirement
- Managing Their Own Finances
- Supporting Others Financially
- Managing Investments



Canadians would seek these services from a financial professional:



7 in 10

Canadians don't have a **comprehensive, written financial plan.**



8 in 10 Canadians

don't feel highly confident they'll achieve their financial goals

and

don't feel very successful at sticking to their financial strategies



TRUST IS THE #1 BARRIER



to Canadians participating in the financial planning process

and

the #1 factor in considering who to choose as their financial advisor

These results come from research conducted by the Financial Planning Standards Board in partnership with Financial Planning Standards Council in June and July of 2015. It involved over 19,000 adults in 19 different countries, including over 1,000 in Canada.

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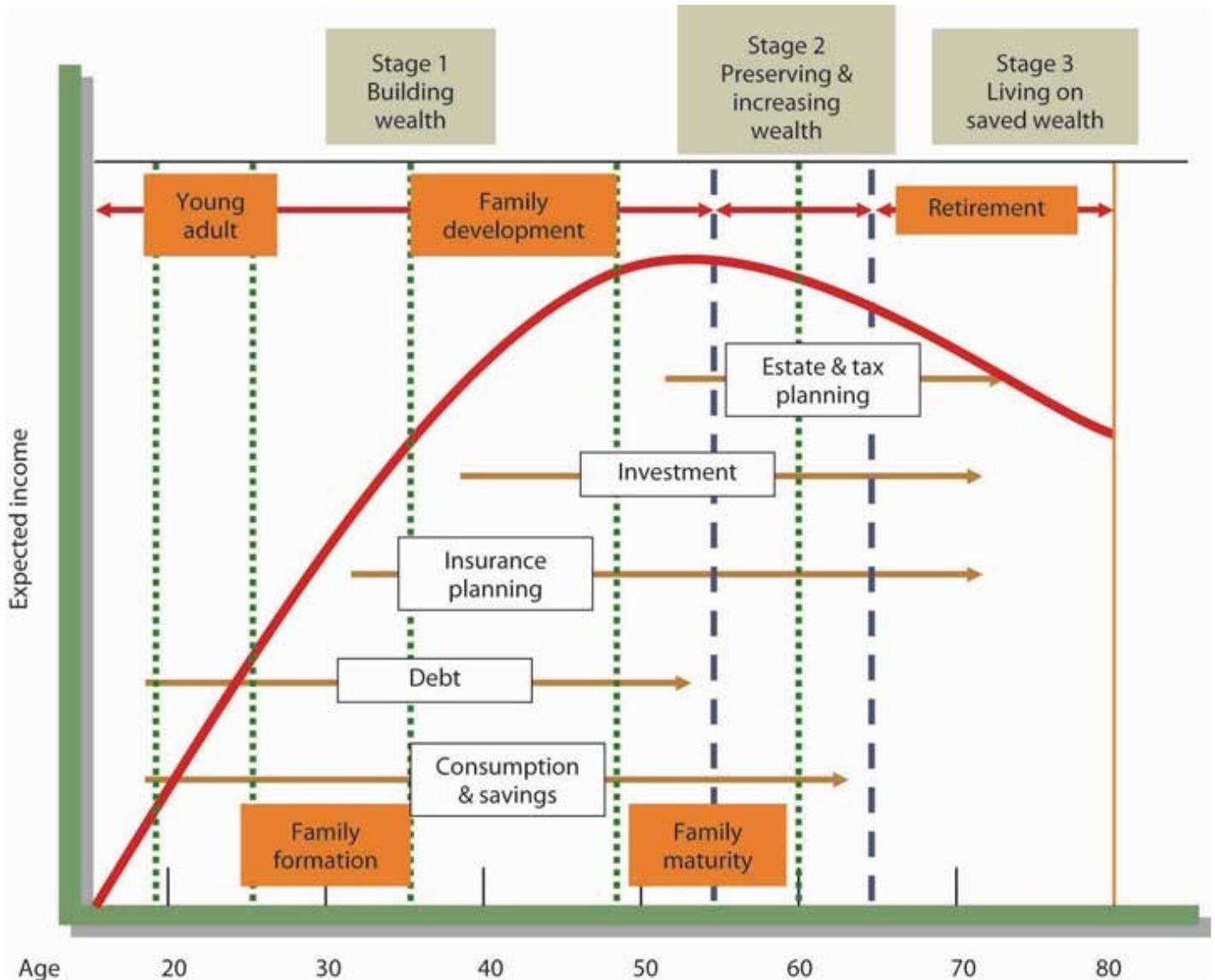


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FINANCIAL LIFE STAGES AND THE NEED FOR TIMELY PLANNING.





AffinityCapital

MANAGEMENT INC.

YOUR MONEY, YOUR GOALS, YOUR VALUES

As my client you can expect to receive individual attention and support on an ongoing basis:

- **Comprehensive Financial Life Planning**

I help my clients create an effective financial life plan in line with your values and belief system. I will assist you in refining your dreams into actionable goals and create a strategy to pursue those goals as efficiently and effectively as possible.

- **Annual, Semi-Annual, or Quarterly Financial Reviews**

A crucial part of any financial plan is to review and fine tune it on a regular basis. I am committed to meeting with you as often as you need to make sure your financial strategy is still working for you and to change what is not.

- **Quarterly Phone/Email Contact**

Every quarter, you can expect a phone call or email as part of our periodic check-in to see if you have any questions.

- **Monthly Financial Newsletter**

I like to provide my clients with the opportunity to learn more about a variety of financial topics, including the economic and political forces that affect the financial markets.

- **Beneficiaries Reviewed Annually**

Often times the best intentions go awry when beneficiary designations become outdated or obsolete. I will review your beneficiary information with you annually and recommend an estate attorney if needed.

- **Ongoing Support (never hesitate to call)**

To further my relationship with my clients, I am available by email or phone for any questions or concerns you might have regarding any financial topics to help you with decision-making process such as big item purchase, mortgages, banking fees, credit card disputes, identity theft issues...etc. I am happy to help where I can and if not, at least, point you in the right direction.



Small businesses benefit from group RRSPs

A recent study by BMO Financial Group found that 51% of small business owners plan to fund their retirement through the eventual sale of their businesses



KIM INGLIS

February 29, 2012
4:59 PM EST

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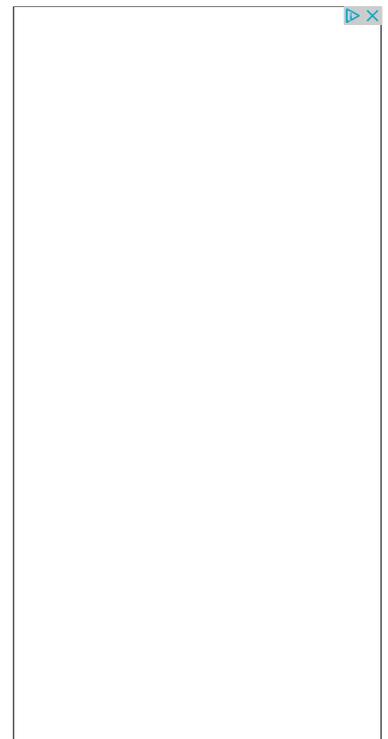
A recent study by BMO Financial Group found that 51% of small business owners plan to fund their retirement through the eventual sale of their businesses, while 49% admitted to having to choose between contributing to their RRSPs or investing in their businesses.

Putting all the retirement eggs into the company basket has risks. The valuation of a business can fluctuate considerably over time; the business may hit a down cycle just when the owner is nearing retirement or, even worse, it could fail. A personal financial plan, reflecting retirement goals, should accompany an owner's business plan.

One easily structured retirement plan is the group RRSP. Business owners can establish group RRSPs that in turn benefit themselves as employees. Group RRSPs are employer-sponsored retirement savings plans wherein the company makes contributions to an RRSP on the employee's behalf within individual contribution limits. Contributions are deductible by the company and reportable as earned income by the employee, who then receives a tax deduction for the contribution. Group RRSPs are creditor-proof, providing additional security for the owner should something catastrophic happen to the business.

Group RRSPs are an easy way for small business owners to build retirement savings and provide some benefit for the company too. Included as a part of a total compensation package, group RRSPs add appeal for prospective employees. They may also help control payroll costs when re-assessing the overall salary picture.

Another option is the Individual Pension Plan (IPP). IPPs are highly specialized, one-person defined benefit pension plans achieving pre-



IPPs offer advantages such as higher tax-deductible contributions and tax sheltering of asset growth. An added bonus is that the assets are 100% protected from creditors. IPPs allow for past service funding, and, if an individual retires earlier than 65, a terminal funding contribution can be made to provide further retirement benefits. Essentially, the IPP offers the small business owner a chance to have the kind of defined benefit income security enjoyed by executives in large corporations.

Small business owners often use Retirement Compensation Arrangements (RCAs) because they provide income greater than traditional registered plans. Contributions are made to RCAs by the business to a custodian on behalf of an individual such as the business owner. Half the contribution is deposited with the custodian and is invested, while the other half is deposited with the Canada Revenue Agency in a Refundable Tax Account (RTA). Additionally, half of income earned in the custodian account is directed to the RTA.

When the business owner eventually receives the benefits, 50% is fully taxable and the other 50% comes in the form of a refund from the RTA. Taxes paid on the benefits are often lower though, since taxable income tends to decline upon retirement.

Entrepreneurs should be as diligent with retirement goals as they are in developing business objectives. And, just as they value advice in business, they should seek professional guidance to ensure their retirement plans are the best fit for their personal and business needs.

Kim Inglis is an investment advisor & portfolio manager with Canaccord Wealth Management, a division of Canaccord Genuity Corp.

<http://www.reynoldsinglis.ca>. The opinions expressed in this column are her own.

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Why Workplace Financial Wellness Programs Are Hot



Next Avenue

Where grown-ups keep growing [FULL BIO](#) 

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Kerry Hannon, Contributor

Most Americans are seriously anxious about their finances. It's not simply the raw [fear of outliving their money](#), but a more urgent yearning to sleep at night without money stresses and to have a sense of financial security. Employers, I'm pleased to say, are increasingly taking note.



Credit: Shutterstock

[+]

The recently-released eighth annual [Employer-Sponsored Health and Well-Being Survey](#) from the National Business Group on Health and Fidelity Investments found that 84% of 141 large- and mid-sized companies surveyed now have financial wellness programs, up from 76% a year ago.

Money Angst Across America

It's hard to say precisely what's spurring the interest, but a myriad of factors are pushing employers to pay attention. For starters, numerous surveys have trumpeted the bad news blues about employee money angst.

For example, PwC's [2017 Employee Financial Wellness Survey](#) of 1,600 full-time employed adults said that 53% of employees are stressed about their finances. Those who are stressed are more likely to be distracted by their finances at

work, miss work due to their personal financial issues and cite health issues caused by financial stress.

And a new [Paychex survey](#) of 1,000 full-time employees discovered that most felt the most important job incentive was regular bonuses — that ranked higher than paid vacation and health insurance.

The Tricky Part for Employers

Employers seem to want to help employees with their financial concerns, but figuring out the right solution is tricky.

Also on Forbes:

That's what I learned Tuesday at *Double Bottom Line: The Business Benefits of Employee Financial Well-Being*, a compelling panel discussion and roundtable in Washington, D.C. from the [Aspen Institute's Financial Security Program](#) and [Economic Opportunities Program](#), along with Prudential Financial. (Prudential announced a \$5 million partnership with the [Aspen Institute](#) to provide employers with new financial-security tools and resources for their workers. I applaud that effort.)

"We believe it is a crisis," Andrew Sullivan, president of Prudential Group Insurance, told the Aspen Institute audience. "Employers have the responsibility and the opportunity to solve this, though, and they want to."

The Aspen Institute dialogue, led by Ida Rademacher, executive director of its Financial Security Program, focused on ways financial well-being in the workplace can improve the bottom line for employers and employees. It also covered employer-based solutions to reduce financial stress and improve the financial health of employees.

The Time Is Right for Financial Wellness Programs

In my opinion, the focus on workers' financial wellness couldn't come at a better time.

Not only are employees increasingly picking up the tab for [rising health care expenses](#), they're taking on the [risk and responsibility for their financial security](#) through 401(k) and other retirement plans. Not everyone wants to — or can afford to — hire a financial planner for guidance.

Over the years, I have been gobsmacked by the number of colleagues, family members and friends who sheepishly ask me how they should divvy up their 401(k) allotments. These are folks I would expect to have a good grip on their personal finances. But they're overwhelmed by their 401(k) options and are paralyzed about making bad choices.

The Big Concern: Unexpected Money Shocks

Employers have an opportunity to step in and offer much-needed guidance. But I think they should be helping workers with far more than where to put their retirement contributions. Many workers are desperate for help navigating day-to-day money issues like debt and [building emergency funds](#).

As Clint Key, research officer at The Pew Charitable Trusts said at the Aspen program, the overwhelming majority of people are mostly seeking financial stability for their families, not economic mobility. All it takes is one [financial shock](#) — like a car breaking down or an unexpected illness — to destabilize a household, Key said. "Four in ten households don't have resources — in terms of savings or credit or even within their social networks — to help them pay a \$2,000 expense," he noted.

Experts at the Aspen Institute gathering talked about devising ways to create [employer-sponsored savings accounts](#) — kind of like emergency-fund 401(k)s — that would let employees automatically divert a portion of their paychecks into easily accessible savings accounts to help build emergency funds.

Some employers are offering video games and mobile apps to help employees learn about essential personal finance topics from saving to managing debt, according to Amanda Hahnel, associate innovation director at [Commonwealth](#), a firm that develops and markets these kinds of products.

Why do employers increasingly care about helping workers achieve financial security? Simple. Financial distractions cost companies' money.

“Employers get it,” said Diane Winland, manager of PricewaterhouseCoopers. They know that employees stressed about their finances are more likely to take time off to deal with them and are much more likely to take hours *every* workweek to deal with them, she reminded the group.

What Kind of Financial Help to Offer?

The conundrum is how deeply to go in providing help and what kind of help to provide.

The low-lying fruit, according to the Fidelity/National Business Group on Health survey, are the popular seminars and “lunch-n-learn” programs — 82% of employers surveyed said they expected to offer these in 2017. Nearly three-fourths (74%) will offer tools for key financial concerns such as mortgages, wills and income protection. And 71% expect to offer resources to support emergency savings, debt management and budgeting. Just a quarter of employers plan to offer student loan counseling or repayment assistance.

Personalized financial counseling is growing faster than online solutions, according to “Optimizing Financial Wellness for a Diverse Workforce,” the latest [study](#) from Financial Finesse, a provider of financial-wellness programs. That’s because counselors can readily adapt to different types of employees in highly diverse workforces.

2 Possible Stumbling Blocks for Financial Wellness Programs

I see two potential stumbling blocks, though.

For companies, there’s a fear of lawsuits from employees and retirees for divvying out advice that didn't work out or for not adhering to a financial fiduciary responsibility and legal requirements.

For employees, there’s the very real concern about [privacy](#). As NerdWallet.com’s Dayana Yochim, a moderator at one of the Aspen Institute panels, pointed out: “Employees don’t want boss man mixed up in their business. There’s wariness about privacy issues in the workplace.”

1 Big Upside

The way I see it, however, there is a huge upside for employers who can find ways to walk the line of providing financial guidance for their workers.

Aside from potentially increased productivity and less absenteeism, this kind of benefit can build goodwill that can not only attract new employees, but help retain workers as well.

And for employees struggling with personal finance stresses, any help is worth exploring.