The Cost of Advice

Purpose:

Increase client trust and demonstrate your commitment to fee transparency by showing the costs associated with investing with mutual funds. Use this tool as a visual aid to show the breakdown of MERs and to explain the value created at each of the three levels.

Use with:

Current or prospective clients

Instructions:

This scenario uses $10,000 invested into a fund with an MER of 2.5%.
You may use the amounts below or customize them based on your dealership agreement.

Sample MER breakdown

Mutual Fund Company: $150 Advisor Dealership: $50 Advisor & Team: $50

1. Calculate and complete the amount invested and average weighted MER to show the estimated yearly costs to the prospect or client.
2. Start by recording the dollar amount that CI Investments receives in the space provided. Discuss what the client is paying and the value they receive at this level.
3. Do the same for the Advisor Dealership and the Advisor & Team.
4. Be sure to expand on each of the three examples of services listed for each.
5. Wrap up by asking your client if they have any questions and address as required.

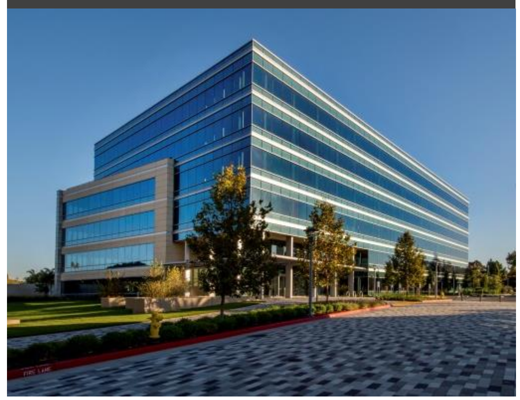
The Cost of Advice:
A Breakdown of Management Expense Ratios (MERs)

$_____________ invested with an MER of ______% = $______ per year

CI Investments

$____________________

Advisor Dealership



$____________________

Advisor & Team

$____________________

Services Provided

Portfolio Managers and Analysts	Compliance	Wealth and Financial Planning
Sales Taxes	Statements and Reports	Coaching and Advice
Client Services and Administrative Support	Access to Wealth Management Experts	Ongoing Monitoring and Tracking

CI Investments®
Canada's Investment Company