

Transcription : Making money work for you

[♪ Opening music ♪]

[A title appears on a light blue background: “Aiming to save?” The words “A presentation of Laurentian Bank,” along with the bank’s logo, appear underneath. A coin pictogram rolls across the logo, and a new title appears: “Making money work for you.”]

I'm Jacob Lemaire, Private Banker.

[Jacob Lemaire, F.P.I. Private Banker at Laurentian Bank and Mutual Fund Representative with LBC Financial Services Inc. (BLCSF). Laurentian Bank = Laurentian Bank of Canada. LBC Financial Services Inc. (LBCFS) is a corporate entity separate from Laurentian Bank. Registered LBCFS representatives are also Laurentian Bank employees.]

Today we're discussing how to make your money work for you. Because saving is great, and growing your savings is even better.

[An animation shows a plant growing. A coin flowers at its top, and smaller coins hang from its leaves.]

There are several deciding factors. Here are four questions to ask yourself.

[A caption reads: “Question 1: What's your savings goal?”]

Are you saving towards retirement, to purchase a property or to travel?

[Pictograms represent a person playing golf, a house, and a plane.]

These projects are all very different, and how to save for them should be as well.

[A caption reads: “Question 2: What's your timeline to achieve this goal?”]

Are you hoping to reach this goal in the short, medium or long term?

[A calendar pictogram appears. A caption reads: “Question 3: Which type of account should you use?”]

The nature of the project and the investment horizon will help guide the account choice. For example, if you're saving towards your retirement with a 15-year horizon, it could be in your best interest to grow your savings in an RRSP, which allows your savings to grow, tax-sheltered, until it's withdrawn.

[Various investment vehicles scroll by.]

In the case of an emergency fund, where the money needs to be accessible at all times, a high interest savings account could be a good option.

[A calendar icon appears, and dollar signs display in a column representing a day of the week.]

Setting up automatic withdrawals is an effective and effortless way to set money aside.

[A caption reads: "Question 4: Where should you invest your savings?"]

An investment strategy can have a major impact on the growth of your savings. The objective of any investor is to achieve performance that exceeds the inflation rate.

[A rising line graph appears behind him. A coloured area below the line rises and surpasses it.]

Your advisor can guide you based on your answers to the previous questions and your investor profile. It's also important to diversify and stagger your investments...

[A box displays: "Diversification."]

...that is, to invest in different financial products to spread out risk and to diversify product timelines to help minimize the impact of market fluctuations. That way, you can optimize the performance of your investments.

[An animation shows coins falling into a piggy bank. Other piggy banks appear and form a pyramid.]

With this knowledge, you're better equipped to help your savings grow. And as always, your Laurentian Bank advisor is here to guide you. Informed decisions can make all the difference.

[An animation shows a lightbulb lighting up.]

Happy saving!

[♪ Music ♪]

[The five yellow pennants that form the Laurentian Bank logo appear, surrounded by a blue square. The words "Laurentian Bank" appear.]