



Seeing beyond numbers.™

Transcription : The importance of guidance to successfully save

[♪ 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: "Where to start."]

I'm Ines Matoussi, Senior Advisor.

[Words appear next to the blonde woman: Ines Matoussi, Senior Advisor at Laurentian Bank and Mutual Fund Representative at LBC Financial Services Inc. 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 explaining exactly how you can start saving your money.

[An animation shows coins falling into a piggy bank.]

For some, saving may seem like child's play, while for others, the challenge can be daunting. But succeeding in putting money aside doesn't have to be overly complicated. You just need to ask yourself the right questions.

[Question marks appear around her head.]

And don't hesitate to consult an expert who can help you in your process. My support usually begins with my client's financial health check...

[An ECG line pulses.]

...an accurate and neutral assessment of the current situation to better define objectives that align with their priorities. Together, we address three topics: Your projects. I mean your big dreams, such as buying a property, financing your children's education, the type of retirement you want, your travels or your entrepreneurial ventures.

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

It's about understanding what drives you and planning your savings accordingly. Next, your income.

[A magnifying glass appears.]

Here, we look at your income sources and contributions to your investment accounts, such as RRSPs or TFSAs. Next, we discuss your tax rate and the different strategies to optimize your tax refund. Finally, we review your budget management skills by looking at how much you earn, where your money is going and how to use it effectively.

[A pie chart appears and breaks into segments.]

Strong budget management allows you to make informed decisions to carry out your projects while avoiding financial stress. Remember that your situation is unique, and your needs will vary as the years go by. It's important to review your situation annually, or when important events occur in your life, as these changes can impact your finances. Saving is easier when you are well-supported, and there's no one better equipped than your Laurentian Bank advisor to develop a savings plan that's right for you. Happy saving!

[♪ Music ♪]

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