

Atlantic **SHOWCASE**


Promotional Feature



ScotiaMcLeod

Trustworthy, in all its forms

ScotiaMcLeod delivers
stability, inspires confidence
in troubled times



To all our Advisors, thanks. You turned the extraordinary circumstances of last year into extraordinary results.

We've always said that we have the best team of advisors in the business. Of course, we're somewhat biased. But now our clients have said it as well. In Vision Critical's 2009 Wealth Management Rankings, ScotiaMcLeod Advisors were ranked #1 in the full service industry in delivering solutions to Affluent/High Net Worth clients.* It's this kind of powerful client endorsement that helped our Advisor Teams more than double their acquisition of new clients last year.

We could not be prouder of how our Advisor Teams rose to the challenge and delivered.

To learn more about our Atlantic Team please visit us at www.scotiamcleodatlantic.ca



ScotiaMcLeod[®]

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* Vision Critical Wealth Management Index Q4 2009, ranking of Financial Advisor Loyalty Index for households with > \$250,000 in assets.



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Judy, 56, isn't rich by Hollywood standards, but she is comfortable – exactly where she wanted to be at this stage in her life. Not only does she have enough money set aside for retirement, but she and her husband also saved enough to pay for their daughter's wedding, purchase a modest property in Mexico and ensure a yearly income that gives them the flexibility to trade in their car every three years.

She still recalls her initial meeting with a ScotiaMcLeod advisor with a certain measure of amazement. Judy had made the appointment because she wanted to discuss RRSP contributions. When the advisor asked her what she wanted to do with those contributions, she didn't have an answer for him - she hadn't thought that far ahead. As the discussion expanded to cover risk tolerance, asset allocations, will and estate planning, tax strategies and even lifestyle options, Judy realized just how complex financial planning could be. And, how important it was to have a knowledgeable, trustworthy expert to guide her through the process.

“I feel very fortunate to have found ScotiaMcLeod,” she says. “It’s a vulnerable position to be in, sharing your personal financial information with someone who is really a stranger to you. But I never felt that way with ScotiaMcLeod. From the first moment I met them, through to the hundreds of questions I’ve asked over the years, to the fact that they called to check on me – as if they knew I’d be panicking when the financial markets were doing so poorly – I’ve always felt safe with them. Protected. That’s not to say I escaped the recession unscathed. I did take a bit of a hit, everyone did. Even then, though, they kept checking on me and telling me where I stood. It was comforting to know they were with me through thick and thin.”

Dennis Flood, ScotiaMcLeod’s Regional Manager of Atlantic Canada, says that Judy’s experience is no accident. Pointing to the company’s client loyalty score, which actually increased two percentage points during the recession, he explains that putting clients first is an integral part



Dennis Flood, ScotiaMcLeod’s Regional Manager of Atlantic Canada.

of ScotiaMcLeod’s firmly entrenched corporate culture. “From our disciplined investment philosophy to our strong sense of social responsibility, we are characteristic of the place and people that shaped our company,” Flood says. “Throughout our history we have stayed true to the pillars upon which ScotiaMcLeod was founded: financial expertise, innovation and trust.”

One of the ways in which the company builds a relationship of

trust is through its accessibility to clients.

In Atlantic Canada, for example, ScotiaMcLeod has 15 locations and each of those locations has access to a team of locally-based experts who they can call on for specialized expertise. Though the ScotiaMcLeod advisor may not be an expert in areas such as insurance or will and estate planning, she or he can act as the primary advisor who will help the client navigate the complexities



Personalized Financial Planning

ScotiaMcLeod advisors lead clients through a systematic, principled approach to wealth management. The process is structured around the individual life goals of each client. ScotiaMcLeod advisors lead their clients through an extensive six-step process which focuses on the four pillars of financial planning: investments, protection, tax planning and estate planning. It begins with a discussion of long-term goals and draws upon the specialized expertise of accountants, insurance agents, tax planners and estate lawyers (among others) to develop a comprehensive financial strategy. Once the plan is in place, the advisor regularly monitors the plan in order to meet opportunities and challenges presented by changing circumstances. Performance reporting is provided quarterly.

attention

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of comprehensive financial planning.

Flood says that clients really appreciate the fact that ScotiaMcLeod doesn't refer them to professionals who are too far away for a face-to-face meeting. "We believe in working closely with our clients, rather than holding them at arms-length," he says. "We are local and we are accessible, and a lot of the time, accessibility is synonymous with accountability. After all, our clients know who we are and where to find us. In many cases, they are our friends and our neighbours. At the end of the day, it's important for us as individual employees to be able to hold our heads high and be proud of the company we work for."

The pride is well justified.

ScotiaMcLeod is the investment arm of the Bank of Nova Scotia – one of North America's premier financial institutions and Canada's most international bank. At a time when many

global financial heavyweights were either going out of business or being bailed out by central banks, Scotiabank was named one of the top 10 best performing financial services firms in the world by respected international consulting firm, Oliver Wyman.

"We see ourselves as guardians of our clients' capital," notes Dennis Flood. "Our prudent approach to wealth management ensures flexible, integrated solutions for our clients that help secure their financial futures."

Jess Landry, ScotiaMcLeod's Moncton Branch Manager, says the firm is equally protective of its advisors. "When I came here three years ago, I immediately felt comfortable, like I was coming home," he says of his first experience with ScotiaMcLeod's internal support system. "Senior management are accessible and my supervisors and

peers have made it very clear that they genuinely want to see me get ahead, they want me to improve. They celebrate my success as if it was their own."

Greg Sheffer, Director, Wealth Management and Senior Wealth Advisor in ScotiaMcLeod's Halifax office, affirms that it is a financially and personally rewarding environment in which to work. He says that during the 26 years he has been with the company, he has found the firm to be focused on providing the best business environment for clients and advisors alike. "The individuals I've seen who have chosen to embrace this culture, who have a solid work ethic as well as a long term commitment to their clients and community, these advisors are thriving."

Asked to explain ScotiaMcLeod's success in cultivating a robust team-based environment, Regional Manager Dennis Flood refers to the company's peer-to-peer initiatives as

The Company Behind the Name

ScotiaMcLeod was originally formed as a partnership in February 1921 by four young entrepreneurs: Donald Ivan McLeod, William Ewart Young, James Gordon Weir and John Henry Ratcliffe. The foundation laid by these men was rooted in trust, financial expertise and innovation - strengths that have prevailed ever since.

By the 1970s, McLeod, Young, Weir diversified to offer a full range of investment services including bond, stock and money market trading, corporate and government finance, mergers and acquisitions, commodities and futures, personal investment services, and mutual funds.

In 1987, the Bank of Nova Scotia purchased McLeod, Young, Weir having identified it as one of the most established and respected firms in the industry.

Today, ScotiaMcLeod is the investment arm of Scotiabank, and a division of Scotia Capital Inc. Scotiabank is one of Canada's largest financial organizations with over \$280-billion in assets. Scotia Capital is a proven corporate and investment banking leader, and contributes to making the Scotiabank Group one of North America's premier financial institutions and Canada's most international bank.



Photograph courtesy of the Scotiabank Group Archives & Fine Art Collection

ScotiaMcLeod is the fourth largest full-service brokerage firm in Canada, with over 800 advisors servicing clients from 70 branches across the country, including 15 in Atlantic Canada. Its clients range from large corporations and family-owned companies to labour unions and religious groups - clients that have complex needs that require comprehensive solutions.

We don't fly in a lot of top guns. They live here.

When businesses in Atlantic Canada want insightful advice, they want it now. Which is why we make sure our clients have ready access to top advisers. How do we do it? Plenty of our top guns live right here.

In Atlantic Canada alone, we have more than 60 partners working in over 20 offices. In fact, Grant Thornton LLP is the largest accounting firm in the region. We're proud to offer a full range of services from our offices here and across Canada—services that can help you take your business wherever you want it to go.



Norm Raynard, CA•CBV
Moncton

Born and raised in New Brunswick and one of the few Chartered Business Valuators in public practice in the province, Norm is a rare breed. He's in high demand for his experience in mergers and acquisitions, and litigation support. Whether serving on our Provincial Management Committee—or volunteering with the Moncton Rotary Club—Norm Raynard embodies the word “involved.”

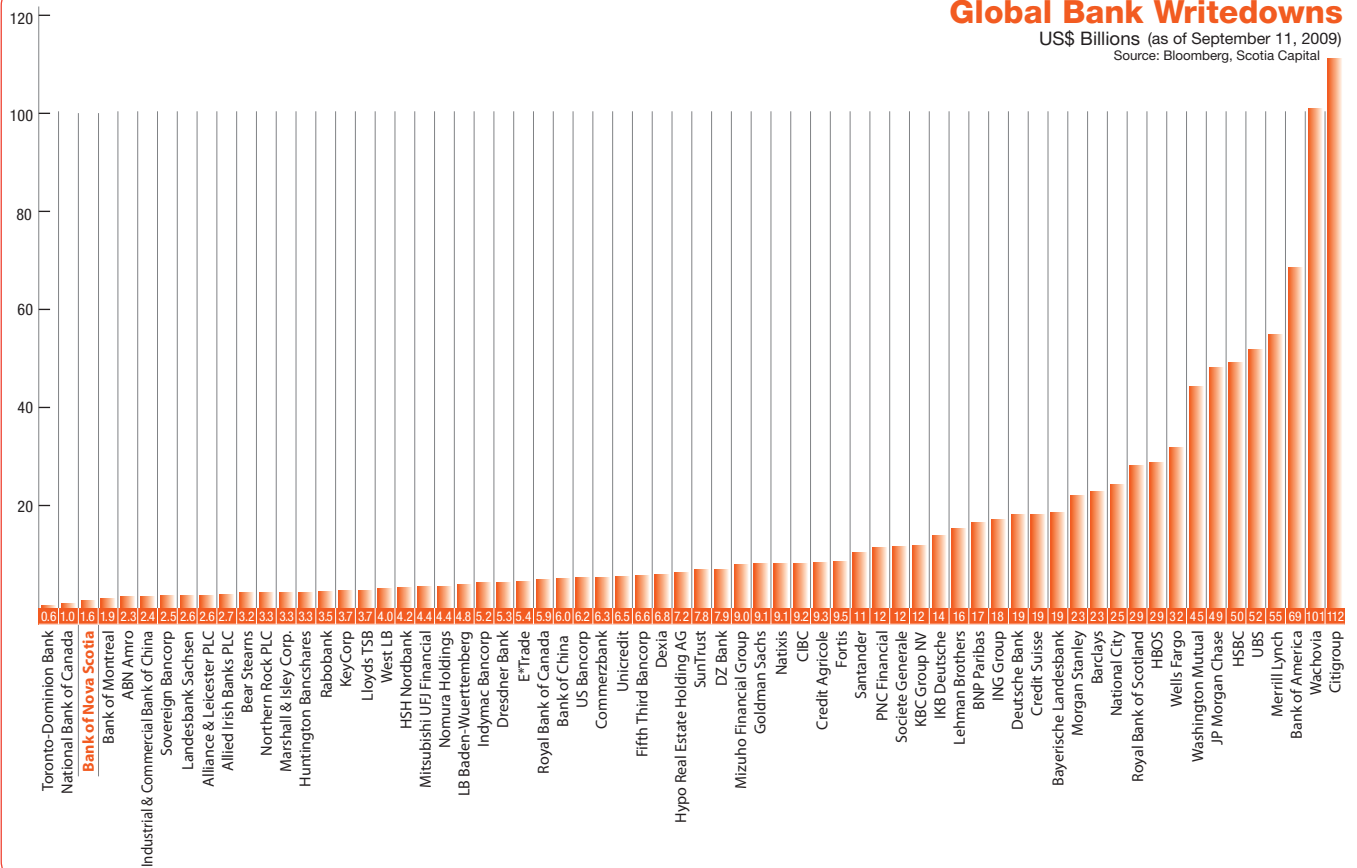


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Global Bank Writedowns

US\$ Billions (as of September 11, 2009)
Source: Bloomberg, Scotia Capital



ScotiaMcLeod, formerly McLeod Young Weir, joined the Scotia Group in 1987. At the time, I was working at Scotiabank and dealing with high net worth clients who needed more than the bank could offer. I was excited with the opportunity to refer these clients to a superior channel of wealth management options. I was so impressed, I joined ScotiaMcLeod in 2001. ScotiaMcLeod encompasses the entire spectrum of wealth management including financial planning, insurance planning, will and estate planning, tax strategies and asset management.

John Van Kroonenburg
Senior Wealth Advisor
Associate Director,
Wealth Management
ScotiaMcLeod, Halifax

well as training and professional growth strategies that engage and empower its front line service providers.

To this end, ScotiaMcLeod actively seeks out the perspectives of its advisors through a national advisory board, which works with senior management to design new initiatives. At the local level, branch managers are coached to work with advisors to enhance their business practices and support advisors' business goals. The firm also encourages the exchange of best practices among its advisors. An example of this is the "For Advisor By Advisor" conference, held annually for advisors and management. While management helps facilitate the conference, it's the advisors who drive the agenda. They determine what will be discussed, and they deliver those presentations to their colleagues. Later, lessons learned at the conference are posted to ScotiaMcLeod's internal website and shared openly. The goal, says Flood, is to create an environment where advisors feel they are partners in the business.

ScotiaMcLeod's advisors say the rewards of working in this type of environment are both tangible and psychological.

Financially, advisors receive a generous compensation package as well as performance-based incentives and opportunities for profit sharing.

More intangible, but equally gratifying, is the personal satisfaction which comes with working for a company that believes in protecting its people – clients and advisors alike. "You can tell this company is rooted in Atlantic Canada," says Jess Landry. "Our people demonstrate the same values at work as they do at home and in their community."

Landry believes that the strength of this commitment to core community values is why ScotiaMcLeod and its people are heavily, voluntarily, entrenched in civic and charitable endeavours. His Moncton office alone, he says, supports Friends of the Moncton Hospital, Canadian Cancer society, minor hockey, minor baseball, Terry Fox Foundation, Kodiak First



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When results count.



(Above) ScotiaMcLeod's office in St. John's, NL, donating \$215,000 to the Dr. H. Bliss Murphy Cancer Centre, NL. Funds were raised in one evening from an auction during a National ScotiaMcLeod Advisor conference held in St. John's. (Top Right) ScotiaMcLeod and organizers launch the Terry Fox Tour of Hope in St. John's, NL. ScotiaMcLeod employees helped to organize the coast to coast Terry Fox Tour of Hope and co-ordinated fundraisers in every province to raise funds for the Terry Fox Foundation. (Right) ScotiaMcLeod's Saint John, NB office celebrates their victory at the Dragon Boat races for the St. Joseph's Hospital Foundation. ScotiaMcLeod has raised over \$86,000 in the last five years, only second to Irving.

As of May 2010 I will have completed my 36th year in the investment business. What is interesting to note over the years is the manner of handling the business. It has gone from Teletype communication for the purchase and sale of stocks and bonds, to the present instant response through computerized trading. Also the regulatory changes have been monumental, the rules and regulations today are much more stringent than 36 years ago. But one thing that has not changed is good business practice when dealing with clients and their finances. The old proverb from McLeod Young Weir was to look after your client, do the best that you can for your client, be fair in dealings and make the client's financial affairs your top priority. I am proud to say that the same culture lives on strongly at ScotiaMcLeod.

Christopher Hopgood
 Director, Wealth Management
 Senior Wealth Advisor
 ScotiaMcLeod, Halifax

Touch soccer, Rotary, Childrens' Wish and womens' groups – along with a number of other worthy organizations. “One of our advisors, John Foran, is chairing a campaign to raise \$1.6-million for Crandall University,” says Landry with a measure of pride.

Exemplary as it is, ScotiaMcLeod Moncton's civic involvement is a trend that's being replicated across the region. The For Advisor By Advisor conference (FABA) is a prime example. Each year, FABA raises money for charity, with the host branch selecting the recipient charity for that year. FABA 2008, held in St. John's, NL, raised more than \$200,000 in just one night from the sale of items that were donated by ScotiaMcLeod advisors for a charity auction. The money was donated to the Dr. H. Bliss Murphy Cancer Care Foundation. Those same conference attendees also participated in the launch of the Tour of Hope, in support of the Terry Fox Foundation. As the refurbished van that originally carried Terry Fox on his Marathon of Hope once again departed St. John's on a cross-country trek, it carried with it the commitment of more than 30 ScotiaMcLeod branches which had

agreed to host fundraising events along the way. On a macro scale, ScotiaMcLeod employees have volunteered over 1,000 hours of personal time to Atlantic-based non-profits in recent years.

Not surprisingly, philanthropy is one of ScotiaMcLeod's specialties. In partnership with Scotia Trust, they are the largest provider of expert philanthropic services to private foundations in the country, with an 80-year tradition, 430 foundations and \$1.3-billion in assets. That represents approximately 10 per cent of private foundations in Canada.

In planning the growth, preservation and eventual transfer of a client's wealth, ScotiaMcLeod's advisors are building wealth for Atlantic Canada.

For clients like Judy, they're also building solid, secure financial plans that stand the test of time and the vagaries of the global market. At ScotiaMcLeod, they're dedicated to delivering financial advice that all Atlantic Canadians can respect, and which all investors deserve. ●



In a community near you

ScotiaMcLeod has approximately 100 financial advisors working in 15 locations throughout Atlantic Canada.

Bridgewater, NS

197 Dufferin Street
Tel: 902-543-8293

Charlottetown, PEI

187 Queen Street
Tel: 902-566-3225

Corner Brook, NL

4 Herald Avenue
Tel: 709-637-4747

Fredericton, NB

440 King Street
Tel: 506-450-6465

Halifax, NS

Purdy's Wharf, Tower 1
Tel: 902-420-2220

Kentville, NS

1 Webster Street
Tel: 902-678-0777

Middleton, NS

90 Commercial Street
Tel: 902-825-4861

Moncton, NB

68 Highfield Street
Tel: 506-867-0700

New Glasgow, NS

126 Provost Street
Tel: 902-755-8508

Saint John, NB

One Market Square
Tel: 506-634-8021

St. John's, NL

Scotia Centre, 235 Water Street
Tel: 709-576-1305

Stellarton, NS

283 Foord Street
Tel: 902-755-7600

Sydney, NS

181 Charlotte Street
Tel: 902-564-2025

Truro, NS

7 Inglis Street
Tel: 902-896-7741

Yarmouth, NS

101 Water Street
Tel: 902-742-0040

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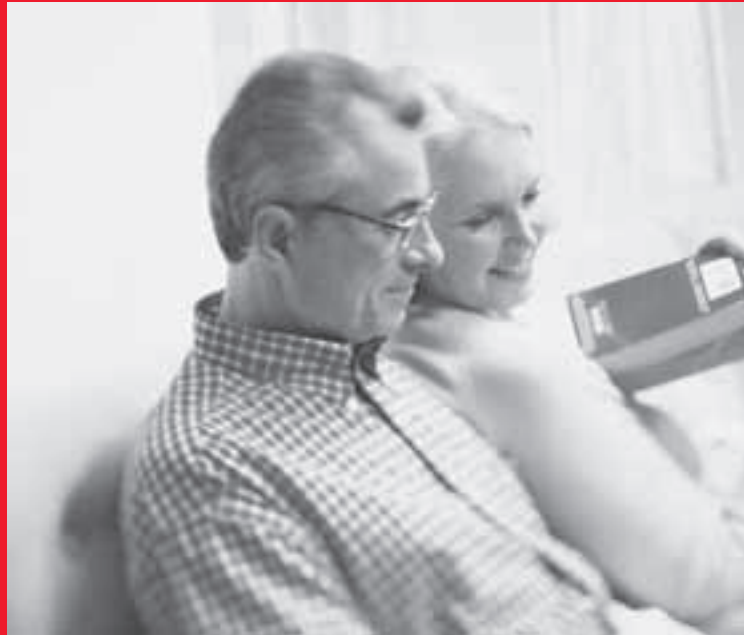
Located on the historic waterfront in Saint John, Market Square is home to a unique blend of office and service tenants, including Scotia McLeod and the new offices of Genesys Telecommunications Technology.

The City's Festival Place is also home to boutiques, a spa, restaurants and cafés as well as the New Brunswick Museum, the Saint John Free Library and the Saint John Trade and Convention Centre.

PRIME LEASING OPPORTUNITIES AVAILABLE: 506-658-3600

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The benefits of a comprehensive financial solution.



As your life circumstances evolve and your assets grow, you may find your financial situation is becoming more complex. If you want the confidence of knowing that your needs will continue to be addressed properly, ask us about Scotiabank Group services.

You may benefit from the expertise and financial advice of a ScotiaMcLeod Wealth Advisor, who will lead you through a consultative wealth planning process that may require you to meet other Scotiabank Group members (Will & Estate planner, Insurance consultant, Private Banking Services and Financial Planning Consultant).

Whatever your needs, we can guide you to a truly comprehensive financial solution.



www.scotiamcleodatlantic.ca