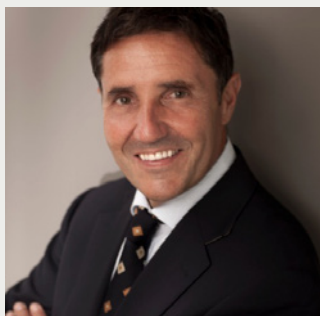


profiles of outstanding advisors



ALBERT BRANDSTATTER
INSIGHT. DILIGENCE. CARE.
IA since 1985. IA at NBF since 2003.

Anyone who has met Al will quickly identify with his larger-than-life personality and trademark laugh! Al is the epitome of a true and genuine individual, and the nicest guy you will ever meet.

Albert employs a wealth management approach leveraging financial, estate and tax planning partners to ensure he meets his clients' needs of capital preservation, growth and income.

Q TELLS US ABOUT YOUR CLIENTS.

A My clients range from business professionals to retirees.

Q WHAT MAKES YOU AN EXCEPTIONAL ADVISOR?

A A **passion** for what I do, as well as my passion for my clients. I have built my business one client at a time by getting to know them on a personal level. Many have been with me for much of my career and most of my new business comes from referrals. I have such strong relationships with my clients that during the financial crisis in 2009, clients were calling me to see if I was all right! That client experience was an unbelievable, life-changing event for me: not only do I care about my clients but they care for me as well!

Q HOW DO YOU GROW YOUR BUSINESS?

A My primary source of new clients is referrals. Recently, however, I went through an extensive and, at times, exhausting branding exercise which was invaluable in helping me develop not only a new tag line, but also my value proposition to new and existing clients. The tag line, "Insight. Diligence. Care." summarizes these principles:

- ▶ **"Insight"** is rooted in the 25-plus years I have been in the investment industry.
- ▶ **"Diligence"** comes from my efforts to ensure my clients are invested in the appropriate securities and given the proper advice.
- ▶ **"Care"** is two-fold. Naturally I care about my clients, but as was evident at the height of the financial crisis, my clients also care about me!

With my new brand, I have increased my online presence by developing a *LinkedIn* site and am also developing my IA microsite.

Q ARE YOU INVOLVED IN A FOUNDATION OR SOCIAL ORGANIZATION?

A Yes, I'm involved with three organizations:

- ▶ I am involved in the **Society of Medical Mission Sisters**: which is engaged in charitable missions and health ministries to women and families in underserved communities, primarily in Asia, South America and Africa.
- ▶ I also served the **St. Michael's College**, the high school I attended in Toronto.
- ▶ And I am actively involved with my local parish in Mississauga, where I founded a **"Men's Fraternity"** program, dedicated to helping men in the community develop into leaders.

Q SHARE WITH US A GOOD PRACTICE THAT MAKES A DIFFERENCE IN YOUR BUSINESS DEVELOPMENT.

A It is a good practice to incorporate insurance in my practice. I work with David Rowe, the insurance specialist for my region. This idea came

about when I realized that some of my deceased clients could have benefitted from insurance strategies and when I lost an account because I did not have a relationship with those receiving the inheritance.

I discussed that with David and this discussion led to a game plan to address both of these issues. We decided to sort my list of clients starting with the most elderly. We then reviewed their personal situation and if there was a potential need for insurance, I would arrange for a discussion with the client and at the same time request a copy of the will.

The combination of the discussion and the will provided me with two key insights: a) was there a potential need for insurance, and b) who would be receiving the proceeds of the estate?

I would then arrange a meeting with the client, along with David Rowe. This meeting would not only allow for a good discussion about their insurance needs but it also gave me an opportunity to include their children in the process and start to build a relationship with them.

Today, I have refined my approach to also include our financial planner, Marie Blanchet. The three of us work together to determine financial and estate planning requirements for our clients. I truly believe this provides great value for my clients and it gives me the peace of mind that I have looked after their best interests.

Q DO YOU HAVE ANY ADVICE FOR AN IA JUST STARTING OUT?

- A
1. **Activity, activity, activity!** That is, you **MUST** set your face in front of others. This is a relationship business.
 2. Don't become a stock picker!

Q WHAT DO YOU THINK OF SOCIAL MEDIA IN BUSINESS DEVELOPMENT?

A Without a doubt, social media is a very useful tool in developing business, but ultimately, we are in a relationship business. Nothing can take the place of a phone call or face-to-face contact.

Q SCENARIO: YOU HEARD THAT ONE OF YOUR BEST CLIENTS MET ANOTHER ADVISOR FOR A SECOND OPINION. WHAT DO YOU DO?

A I suspect that if it was one of my "best" clients, I would already know that something was amiss and that a problem existed **before** that client requested a second opinion. Most often, this is a result of some client expectation not having been met. If that were the case, I would immediately visit the client and review those expectations to determine whether they were achievable or even reasonable. If, on the other hand, that client's expectations were being met and he or she still sought a second opinion, I would have nothing to fear!