

Entrepreneurial Challenges

The Background

A local business owner and entrepreneur was running a successful online business and, after years of increasing site traffic, she began to see revenue rising. Due to her involvement with the business and need to handle the majority of operational tasks herself, she found she had less and less time available to maintain her own personal priorities – like her finances and long-term goals.

The Issue

As a result of her hectic schedule, the entrepreneur's financial life was becoming increasingly scattered. Her investments lacked central strategies and objectives, she was losing money in tax and redundant fees, and she had no clear path set out for her own retirement. It was becoming a source of unease and stress, so she was looking for a team that could help keep it on track while she focused on her business.

The Solution

After a candid discussion and an initial review, we first brought in a Small Business specialist to assess her current needs with respect to managing the revenue from her business and preparing for the long term. As a result of the TD specialist's recommendations, we initiated an IPP (Individual Pension Plan), developed an allocation and contribution plan that would help her save on tax while saving for retirement, and provided a preliminary outline for her business transition plan, which we would develop further later on.

We then set her up with a Private Banker to discuss possible lending options, at exclusive rates, for her business. This also meant she could take care of her banking requirements when it was most convenient for her.

Finally, our team of Portfolio Managers considered all the specialist recommendations in the context of the entrepreneur's broader financial picture, and put it all into a comprehensive plan.

This entailed overhauling her investment portfolio in favour of strategies that were aligned with her growth, income and risk management needs. We sat down with her to walk her through the action plan we developed, and we initiated our ongoing maintenance, communication and reassessment process. Moving forward, we were able to take care of the ongoing tasks for which she had little time. We focused on reporting and communicating efficiently, while adapting to her ever-changing business and personal needs.

Veltri
Wealth Management Group



Family Business Growing Pains

The Background

A couple was running a family business in Midtown Toronto. Their son and daughter were in their teens and were starting to take an interest in the business, which led the couple to consider larger questions about their work, their children and the purpose of their wealth.

The Issue

The owners of the business had long outgrown the wealth plans, wills and strategies that they had in place at that time. Their children were beginning to become familiar with the business' operations, but would still need to go through the appropriate post-secondary programs before taking on significant responsibilities and eventually transitioning into ownership roles.

In addition, the couple needed to clarify what they really wanted out of retirement, and in what way they should set their son and daughter up for success. They were unsure of how to work toward all these goals in synchronization.

The Solution

We began with a thorough discovery process to help the couple articulate and clarify the priorities that were to drive their plans for their wealth.

We consulted the Small Business specialist to help create a basic timeline and action plan for the eventual transition of the business. This allowed us to set targets for other priorities, including retirement income and savings goals. Our Portfolio Manager set out a retirement plan designed to help ensure the couple could continue living their current lifestyle after they exited their business. This also included key tactics to help mitigate income tax and structure their personal wealth more efficiently.

Next, we brought in a Private Trust Officer to tailor a trust that would help with the timing of the transition of assets to the son and daughter. With the guidance of the Estate Planner, this inter-vivos trust would form part of an incremental transition of wealth that would help empower the two children while fulfilling the parents' vision of their family legacy.

We also coordinated with their legal advisors to update their will, our Portfolio Manager restructured their investment portfolio in light of their current goals, and we ensured their Registered Education Savings Plans (RESPs) were on track to cover educational costs for their children.