

# AN EVOLVING REGULATORY LANDSCAPE

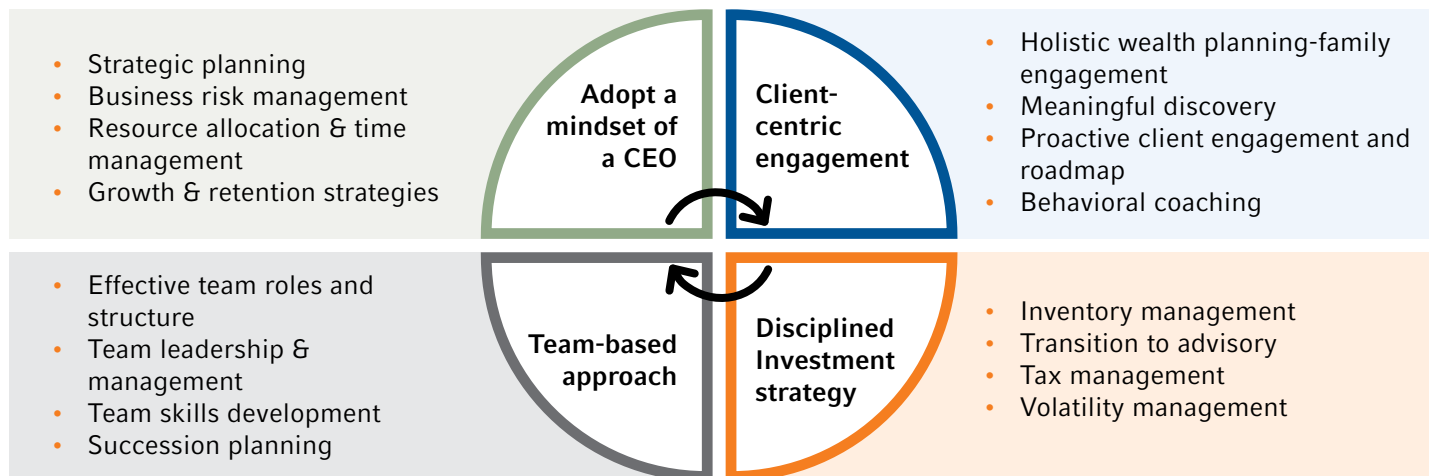
ARE YOU READY?

## A changing landscape

Regulation around Client Focused Reforms requires that any recommendation or investment action taken on behalf of the client must always be done with the clients' interests first. This regulation, along with other sea changes across the advisory industry (e.g., market environment, competitive landscape, client and advisor demographics), suggest that the cornerstones of a successful advisory business are likely to look different in the future.

## Why take the readiness assessment?

There are 4 key factors of successful advisor practices. How will your practice fare when considering changes that may need to be made in each of the components below? The time to adapt is now!



**Take the readiness assessment** 

## Getting started

Take the Readiness Assessment on the next page to begin identifying areas of strength and opportunity for your practice so that you can be well positioned for the changing advisor and client landscape ahead. Use this information in conjunction with your firm's Client Focused Reforms guidance to ensure internal compliance is met.

---

## Client Focuses Reforms Readiness Assessment

---



### ADOPT THE MINDSET OF A CEO

YES NO

- Have you done a complete risk analysis on your practice in the past 24 months?
- Do you regularly enter notes into your client relationship management system regarding client interactions?
- Are your practice and team resources and roles aligned in a way that provides a consistent experience for the client?



### CLIENT-CENTRIC ENGAGEMENT

YES NO

- Do you have a written service model which includes a defined cadence for client engagement and contact?
- Do you have a well-defined discovery and regular re-discovery process that you take clients through to understand and document their top priorities and concerns?
- Do you have close engagement and relationships with clients' spouses and beneficiaries?
- Do you have a repeatable client review process that provides needed perspective, reviews the client's priorities, and clearly articulates your planning process?
- Are you able to confidently articulate and demonstrate the value you deliver to clients?



### DISCIPLINED INVESTMENT STRATEGY

YES NO

- Have you documented your investment strategy including the design, construction and management of the process?
- Can you articulate it clearly and concisely to your clients in a way they understand?
- Have you considered outsourcing more of your asset management strategies to employ the potential benefits to clients and your practice?
- Do you know how many unique investment positions you manage in your practice today and are you confident in your knowledge of every position?
- Do you use distinct investment strategies to address clients' registered and non-registered assets?
- Are you able to articulate to the client the effect of market volatility on their goals?



### TEAM-BASED APPROACH

YES NO

- Does your team have all the skills, competencies and licenses needed to address the full scope of clients' current and future needs?
- Do you have a formal succession plan that addresses planned and unplanned team changes?

**If you answered NO to any of these questions, Russell Investments can help!**

## What's next?

Congratulations! By completing the Readiness Assessment, you've already taken the first step toward potential success in the future. But you don't need to go it alone, especially in areas you would like to strengthen. Your dedicated Russell Investments Regional team is at your side: We will debrief your Assessment with you and take you through a process that will equip you with a prioritized execution plan. And, we can be your accountability partner throughout your implementation process. It's how we've partnered with some of the most successful advisors for the past 20 years. That's simply how passionate we are about helping advisors build and grow their business so that they can deliver to clients what they value most. Are you ready?

**Learn more!**

To learn more on how we can help you be future-ready, please contact your Russell Investments team at **888-509-1792** or visit [russellinvestments.com/ca](https://russellinvestments.com/ca)

### IMPORTANT INFORMATION

**THIS PUBLICATION IS INTENDED FOR INVESTMENT ADVISORS ONLY AND IS NOT INTENDED FOR, NOR CAN IT BE PROVIDED TO, INVESTORS OR POTENTIAL INVESTORS. IT DOES NOT CONSTITUTE A SALES COMMUNICATION AS DEFINED BY NATIONAL INSTRUMENT 81-102, "INVESTMENT FUNDS".**

**Nothing in this publication is intended to constitute legal, tax, securities or investment advice, nor an opinion regarding the appropriateness of any investment, nor a solicitation of any type. This information is made available on an "as is" basis. Russell Investments Canada Limited does not make any warranty or representation regarding the information.**

Russell Investments is the operating name of a group of companies under common management, including Russell Investments Canada Limited. Russell Investments' ownership is composed of a majority stake held by funds managed by TA Associates Management, L.P., with a significant minority stake held by funds managed by Reverence Capital Partners, L.P. Certain of Russell Investments' employees and Hamilton Lane Advisors, LLC also hold minority, non-controlling, ownership stakes.

Copyright © Russell Investments Canada Limited 2024. All rights reserved.

Frank Russell Company is the owner of the Russell trademarks contained in this material and all trademark rights related to the Russell trademarks, which the members of the Russell Investments group of companies are permitted to use under license from Frank Russell Company. The members of the Russell Investments group of companies are not affiliated in any manner with Frank Russell Company or any entity operating under the "FTSE RUSSELL" brand.

Date of first publication: April 2021 Revised: April 2024 RETAIL-04098 (EXP-04-2025)

**FOR ADVISOR USE ONLY. DISTRIBUTION OR DISCLOSURE TO INVESTORS OR POTENTIAL INVESTORS IS PROHIBITED.**

[russellinvestments.com/ca](https://russellinvestments.com/ca)