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My name is Lynn Curtin Lang. I'm a financial advisor here at Manulife Wealth. My journey actually began as a financial analyst, as a co-op student at a Toronto boutique brokerage firm. I wanted to be a financial advisor, and I loved the energy of the industry. I loved the fact that we learned something new every day, and I knew then I just I didn't want to just do numbers.

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I wanted to help people succeed. In 2012, we reached a pivotal moment. We were looking for a partner with a rock solid Canadian brand, refusing to compromise on the principle agent model. To ensure our independence, we wanted the best of both worlds the strength and stability of a major institution without the constraints of a bank owned brokerage firm, Manulife Wealth was the only partner that offered that perfect balance.

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Well, recently, their investment in technology and platforms has been a game changer. They've equipped us with advanced financial planning software like conquest and top tier discretionary platforms like Envestnet. But beyond just tools, they are opening new markets to us. They've introduced cross-border services, dual currency registered accounts. And so now we can serve clients with much more complex lives.

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These upgrades don't just make us more efficient, but they do allow us to say yes to new opportunities which we couldn't have handled previously. Culture is incredibly entrepreneurial, and we're free from sales quotas typical of big banks. We don't answer to product managers. We answer only to our clients. However, we aren't isolated. There's a strong culture of shared wisdom.

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We're a community of experienced professionals who share best practices, complex planning and market navigation. But we retain the freedom to run our businesses our way, the way that best serves the clients. One of the proudest moments was undoubtedly, our transition itself. It was one of the easiest transitions. But more importantly,

the clients came with us and that spoke volumes about the trust they have in our relationship.

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It also validated our choice of partner. We didn't have to explain who is Manulife. Clients recognize the brand. They felt their money was safe, and that peace of mind made the move seamless. Manulife offers the best of both worlds. What binds us together is shared entrepreneurial spirit. Because we are all independent, business owners were driven to succeed. But we're also collaborative.

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We're always learning from each other, growing together and celebrating each other's success.