
Steadyhand

Feature Comparison

We feel Steadyhand is a good fit for many investors. Some individuals, however, may be better served by another provider, or through a different channel. But decide for yourself. Below we compare and contrast our firm to other common investment providers, including:

- Full Service Advisors (Brokers)
- ETFs (via Discount Broker)
- Investment Counsellors, and
- Robo-Advisors

Firm

<h2>Steadyhand</h2>	<h3>Full Service Advisor (Broker)</h3>	<h3>ETFs (via Discount Broker)</h3>	<h3>Investment Counsellor</h3>	<h3>Robo-Advisor</h3>
<p>Independent, right-sized</p>	<p>Each advisor is running his/her own business</p>	<p>Do-it-yourself investing</p>	<p>Focus on high-net-worth investors</p>	<p>Automated investment management</p>
<ul style="list-style-type: none"> • Independent, employee-owned • Recognized for industry-leading Stewardship • Co-investment (85%+ of employees' assets are invested alongside our clients) • Experienced team, led by Tom Bradley (35+ years) • Low employee turnover 	<ul style="list-style-type: none"> • Advisor is running their own business • Experience varies by individual • Many brokerages are bank-owned 	<ul style="list-style-type: none"> • Many discount brokerages are bank-owned, although independents do exist • Cater to do-it-yourself investors 	<ul style="list-style-type: none"> • May be independent and employee owned, or may be owned by a bank or other financial institution • Focus on high-net-worth investors (high minimum investment requirements) • Reputation varies by firm 	<ul style="list-style-type: none"> • May be independent, or may be owned or backed by a bank or other financial institution • Focus is on using technology to manage money ("fintech") • Low minimum investment requirements • Portfolios typically comprised of ETFs

Investment Philosophy

Steadyhand

Explicit philosophy,
veteran oversight

- Well defined philosophy — *Undexing* — based on 4 key principles:
 1. Non-benchmark oriented
 2. Concentrated portfolios
 3. Unconstrained managers
 4. Low turnover
- Tom Bradley, Chief Investment Officer, designed the mandates for the funds and oversees/monitors the fund managers along with Salman Ahmed

Full Service Advisor (Broker)

Choice of philosophy, specific to advisor

- Philosophy will vary by individual advisor
- Investors can seek advisors who focus on a certain investing style, such as value, growth, income-oriented, indexing, etc.

ETFs (via Discount Broker)

Indexing

- Objective of ETFs is to replicate the composition and performance (minus fees) of an index or sub sector of an index
- Most indices are capitalization weighted, meaning a security's weighting in the index is proportional to its size or market capitalization
- No human judgment in constructing or rebalancing the portfolio

Investment Counsellor

Area of expertise specific to counsellor

- Philosophy will vary by firm
- Counsellors often focus on a certain investing style, such as value or growth, or have expertise in a specific asset class

Robo-Advisor

Indexing (typically)

- Portfolios are typically comprised of ETFs, although other investments may be included
- Objective of ETFs is to replicate the composition and performance (minus fees) of an index or sub sector of an index
- Algorithms are used to allocate money into various asset classes and investments based on an investor's objectives and risk tolerance, which are determined by a questionnaire

Product Offering

Steadyhand	Full Service Advisor (Broker)	ETFs (via Discount Broker)	Investment Counsellor	Robo-Advisor
Simple lineup	Wide selection	Wide selection	Tight offering, higher minimums	Suite of investments offered determined by provider
<ul style="list-style-type: none"> • Simple lineup that covers the waterfront (8 funds) • Access to managers not available to most investors • Founders Fund captures all of what we do • Most account types offered (RESP is the exception) • \$10,000 minimum investment requirement per fund 	<ul style="list-style-type: none"> • Access to thousands of investment products (stocks, bonds, mutual funds, wraps, ETFs, etc.) • All types of accounts offered • Steady flow of new products • Minimum account size varies, but typically \$250,000+ 	<ul style="list-style-type: none"> • Hundreds of ETFs to choose from; steady flow of new products • Range from broad-market to niche products • All types of accounts offered • Emergence of complex and higher cost products (leveraged & inverse ETFs) • No minimum investment requirement 	<ul style="list-style-type: none"> • Typically have a focused lineup with expertise in a specific asset class or two • Many offer pooled funds or segregated accounts (clients own individual securities) • Most account types offered • High minimum investment requirement (\$1-2 million) 	<ul style="list-style-type: none"> • Providers typically have a self-determined list of ETFs and investments from which to build portfolios • Most account types offered • Low minimum investment requirement

Service Offering

Steadyhand	Full Service Advisor (Broker)	ETFs (via Discount Broker)	Investment Counsellor	Robo-Advisor
Clear-cut advice and reporting	Full service offering, reporting varies	No advice, reporting varies	Discretionary management	Varied levels of service and reporting
<ul style="list-style-type: none"> • Clear-cut investment advice (focused on Strategic Asset Mix and better investing practices) • Access to online tools • Online account access • Easy to deal with (most transactions/requests can be taken care of with a phone call) • Comprehensive quarterly reporting (detailed info on portfolio performance, fees, asset mix, funds, and company updates) 	<ul style="list-style-type: none"> • Advice and planning services will vary by advisor • Discretionary management option (higher investment requirement) • Dedicated contact person, often with team back-up • Online account access • Introduction to ancillary financial services (financial planning, banking, insurance, tax, lending, estate, etc.) • Can hold all investments/financial products in one place • Quality of reporting varies by firm 	<ul style="list-style-type: none"> • Low trading commissions • No advice provided • Access to call center for account-related and administrative questions • Investing tools and features will vary by firm • Online account access • Monthly account statements • Quality of reporting and client service varies by firm 	<ul style="list-style-type: none"> • Discretionary management (all investment decisions and portfolio adjustments are made on client's behalf) • Typically high level of client service • Dedicated contact person, often with team back-up • Advice and planning services will vary by counsellor • Typically offer annual or semi-annual portfolio reviews • Quality of reporting varies by firm 	<ul style="list-style-type: none"> • Focus is on automated service • Some firms have real people who provide advice and administrative assistance • Online account access • Access to online tools • Quality of reporting varies by firm

Cost

Steadyhand	Full Service Advisor (Broker)	ETFs (via Discount Broker)	Investment Counsellor	Robo-Advisor
Low cost, declining fees	Choice of fee structure; typically higher cost	Lowest cost	Low cost, tapered fees	Low cost
<ul style="list-style-type: none"> • Low all-in base fees: 0.65% to 1.78% • Fee rebates on portfolios over \$100,000 • Additional fee rebates after 5 years as a client • Total fee for a balanced portfolio ranges from approx. 1.24% to 1.40% before rebates • Average all-in fee after rebates across client base is 0.96% (2018 figure) • No commissions, admin fees or transaction fees 	<ul style="list-style-type: none"> • Fees: commission-based or fee-based option • Can expect to pay approx. 1% to 1.75% for full service advice plus the cost of investment products • Possible fee breaks for larger accounts 	<ul style="list-style-type: none"> • MERs as low as 0.1% for some broad-market ETFs • Trading commissions range from \$5 to \$30 per transaction depending on firm and account size. Some firms offer select ETFs with no trading commissions • Annual account administration fees may apply depending on firm and account size • Total annual cost of a balanced portfolio estimated to be 0.3% - 0.7% (includes MERs, trading commissions, admin charges and tracking error) 	<ul style="list-style-type: none"> • Low fees • Can expect to pay approx. 1% to 1.5% for a balanced portfolio • Declining fee schedules for larger accounts • Custodian fees may be charged to client • No commissions 	<ul style="list-style-type: none"> • Low fees • Advice fee typically ranges from 0.4% to 0.6% (not including product fees) • Product fees typically range from 0.15% to 0.4%. Transparency surrounding these fees can be poor. • All-in fees typically range from 0.6% to 1.0%

Performance Reporting

<h2>Steadyhand</h2>	<h3>Full Service Advisor (Broker)</h3>	<h3>ETFs (via Discount Broker)</h3>	<h3>Investment Counsellor</h3>	<h3>Robo-Advisor</h3>
<p>Clear track record</p>	<p>No audited track record</p>	<p>Returns will track indices; reporting varies</p>	<p>Reporting varies by firm</p>	<p>No audited track record; reporting varies by firm</p>
<ul style="list-style-type: none"> • Audited returns for all funds (post-fee) • Show each client their performance at the account and portfolio level 	<ul style="list-style-type: none"> • No composite or audited track record of client portfolios • Reporting to client varies by firm 	<ul style="list-style-type: none"> • Returns will track performance of underlying index or basket of securities, minus fees (MERs) and tracking error • Reporting to clients varies by firm 	<ul style="list-style-type: none"> • “Pre-fee” audited record of composite portfolios available for prospective investors • Reporting to clients varies by firm 	<ul style="list-style-type: none"> • Returns will track performance of underlying index, minus fees (MERs and advisory fees) and tracking error • Reporting to clients varies by firm

Other

<h2>Steadyhand</h2>	<h3>Full Service Advisor (Broker)</h3>	<h3>ETFs (via Discount Broker)</h3>	<h3>Investment Counsellor</h3>	<h3>Robo-Advisor</h3>
<p>Non-conforming, brutally honest, unusually simple</p>	<p>The individual is the key</p>	<p>Passive investing</p>	<p>Benefits and intangibles vary by firm</p>	<p>Leveraging financial technology</p>
<ul style="list-style-type: none"> • 1-888 number answered promptly by living, breathing, highly-qualified professionals • Annual client presentation (live event or web-based) • Focus on simplicity and transparency • Steadyhand Blog: opinions, advice to investors, stance on industry issues, and the odd piece of wit 	<ul style="list-style-type: none"> • Access to research reports on stocks, funds, other • Access to views of market strategists, economists • Advisor and/or company presentations 	<ul style="list-style-type: none"> • Access to research reports on ETFs • Educational tools on passive investing 	<ul style="list-style-type: none"> • Potential access to white papers and internal articles • Typically hold annual or bi-annual client presentations • Other features/benefits will vary by firm 	<ul style="list-style-type: none"> • Focus is on technology to build and manage portfolios • Resources dedicated to the online client experience