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Trending News

David Allison, CFA, CIM®
Portfolio Manager
TD Wealth Private Investment Counsel
5515 North Service Road, Suite 400
Burlington, ON L7L 6G4
Tel: 905-331-3249
David.Allison@td.com
<http://portfolio-managers.td.com/david.allison/>





Happy New Year! 2018 Market Review

2018 turned out to be a difficult year for global markets. The S&P/TSX Composite Index declined -8.89%; The S&P 500 fell -4.38%; and the MSCI Europe LC Index was down -10.02%. (Source: TD Portfolio Advice & Research Q4/2018 Quarterly Market Review).

Markets are cyclical and volatility is a part of investing. A well-designed investment strategy should help manage risk during difficult times. To use a sports analogy, there are times to play offence and times to play defense. During difficult markets, such as the past year, your strategy should help to mitigate risk. Protecting the downside is one of the best ways to achieve long-run success. At TD Wealth Private Investment Counsel, we aim to achieve this through Strategic Asset Allocation (a diversified portfolio designed for your goals); Tactical Asset Allocation (making adjustments to the asset mix based on our capital market views) and Investment Selection (stock and bond models/funds that focus on risk-adjusted returns).

If you have any questions or would like to discuss your investment portfolio, please let me know.

Thank you, and best wishes for 2019.



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A photograph of a stack of several books on a wooden table. In the foreground, a white cup of coffee sits on a saucer. The background is blurred, showing what appears to be a library or bookstore setting.

How to Start a Book Club

Many Canadians like to spend those cold winter evenings curled up with a good book, but the experience can be made even better when shared with good friends. A book club is a timeless social tradition that can be enjoyed no matter what your age, background or literary interests. If you can't find an existing book club that suits your needs, consider organizing one of your own. Here are our tips for getting started.

Think about your end goal

Your book club may consist of a few close friends, involve a large group or be anything in between. It could be a closed event among core members, or always open to friends and new participants. Before getting started, think about what your end goal is. Is it an intimate, pedagogical discussion or a large, lively social group? Is your intention to thoroughly discuss the characters and plot or to hold a gathering of individuals with shared interests? What type of books will you be reading, and how much variety will there be? The more you identify in advance, the more smoothly your planning will go.

Create the right crowd

When deciding who to approach about joining your new book club, consider a few factors. Ideally, you'll find a group of friends and acquaintances who enjoy reading similar

material. A biography lover may not be interested in joining a book club that focuses on historical fiction and so on, so be clear about what's being offered. Also, understand that personality affects one's book club style – do you want a more serious group of readers or simply a collection of people you enjoy being around? Either scenario is fine, but be deliberate with your choices.

Set some ground rules

Hosting a book club meeting is different than having friends over for dinner, and it requires specific planning. Determine a loose schedule and share it with the group before you get together – this lets everyone know what to expect and helps them arrive prepared. For example, you might suggest half an hour of social time and then a structured conversation with set questions about the book (find some online or create your own). If you plan on meeting monthly, decide upon a regular book

club date (for example, the last Sunday afternoon of each month). Decide where the club will meet, whether it's a coffee shop or rotating between member's houses, and set clear expectations about what the host should provide – will there be wine or coffee? Light refreshments? Are the meetings potluck or does the host handle everything? Finally, have a system for selecting the next book – you may have members vote on a title or take turns choosing.

Make it fun

The more good times you share together, the more likely your book club is to succeed. Most book clubs involve an element of food and drink, so have some fun with it! If you're reading a novel set in France, for example, serve a nice French wine and some elegant hors d'oeuvres. You can set the tone with complementary music that adds to the ambience of your gathering.



If an in-person book club proves difficult to arrange, consider an online book club. There are many apps and websites that allow you to read along with like-minded members around the world!



In an age where so much of our shopping, banking and everyday communication is done online, it's critical that we protect our identity from fraud and misuse. From fraudulent telemarketers to online phishing, scams are becoming more sophisticated and subsequently, much more challenging to identify. That said, there are steps we can all take to help prevent online fraud and protect ourselves from potential harm.

Use complex passwords

To help minimize the possibility of your information being compromised by a hacker or malware program, use complex passwords that differ between accounts or websites. For example, use one password for your email account and a different one for your online banking website. This can be helpful in case an account is breached, as other accounts won't inherently be compromised due to a shared access information.



Online Fraud Prevention Tips

TD is committed to client security. To learn more, please visit td.com/privacy-and-security/privacy-and-security.



Protect your devices

If you use a smartphone, it likely contains sensitive data such as your emails, calendar and banking links. To help prevent individuals other than yourself from accessing your personal information, you may want to consider installing a two step verification process such as Google Authenticator to your phone. Use all of the built-in security features on your device (password protection, fingerprint, face or voice ID, etc). Also, take simple steps such as keeping your phone on you at all times (vs leaving it on your desk at work or a table at dinner).

Think critically

Many scams can use the names, email addresses or social media accounts of your friends and connections. If a message appears suspicious because of the language used, timing and structure or the nature of

the content, treat it as such – it's always best to call the apparent sender and confirm the authenticity of a message before clicking on any links or responding to requests for information. This applies to all emails, phone calls and even text messages.

Play it safe

Sometimes, simple advice is the most effective. Do not share your Personal Identification Number (PIN) or credit card number with anyone else. Consider using an encrypted Internet connection whenever possible to avoid security breaches. If you do need to use an unencrypted Internet connection, such as the wifi at a coffee shop, avoid online shopping with your credit card, logging into your online banking or accessing other sensitive information at that time. Finally, trust your gut – if it seems suspicious, stay guarded and investigate. You won't ever be sorry you were too careful!



The new year often brings on new goals, increased motivation and a desire to put the best possible version of ourselves into the world. While you're looking at ways to improve your health and wellness or grow your career, remember that your wealth management plan may deserve its own financial resolutions. These steps will help you get started, but it's best to speak to your advisor for a comprehensive look at the year ahead.

Review your needs, goals and financial plan

As we enter new chapters in our career and personal lives, our financial needs and goals can change. Life events that can impact your financial plan include buying a new home, cottage or vacation property, getting married or divorced, changing jobs or adding to your family. Look at the next few years of your life and identify what's likely ahead: will a child be starting university? Will you be retiring and/or downsizing to a smaller home? Will you be selling or transitioning your business? While your financial advisor will have asked many of these questions, many individuals find that

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the answers change over time. By staying abreast of your needs and goals and communicating this information to your advisor, you can be better equipped to help achieve your long-term vision.

Take a look at your insurance and charitable giving

Insurance is a great tool in preserving and protecting your wealth, but the optimal insurance arrangement may evolve as your life does. Your age, stage and financial situation are all important elements in determining the best combination of insurance products for your business or family, and it's smart to review them along with other elements of your wealth plan. Additionally, make a point to review your charitable donations and decide if any changes need to be made. This can be particularly important if you have regular monthly or annual donations attached to your credit card or bank account, as these can occur automatically and without your direct attention.

Update your Legal Will and other directives

January is a great time to review your Will, your estate plan and other financial directives such as your Power of Attorney documents. You may want to review your appointments and your beneficiaries if circumstances have changed or a person is no longer capable of fulfilling a role. You should consider addressing your planning if your plans or relationships have changed or you have more assets than you did when you completed your original planning. To speak to a professional about reviewing your Will, estate plan or other financial directives, consider contacting your advisor. Happy New Year, and all the best for a successful 2019!



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