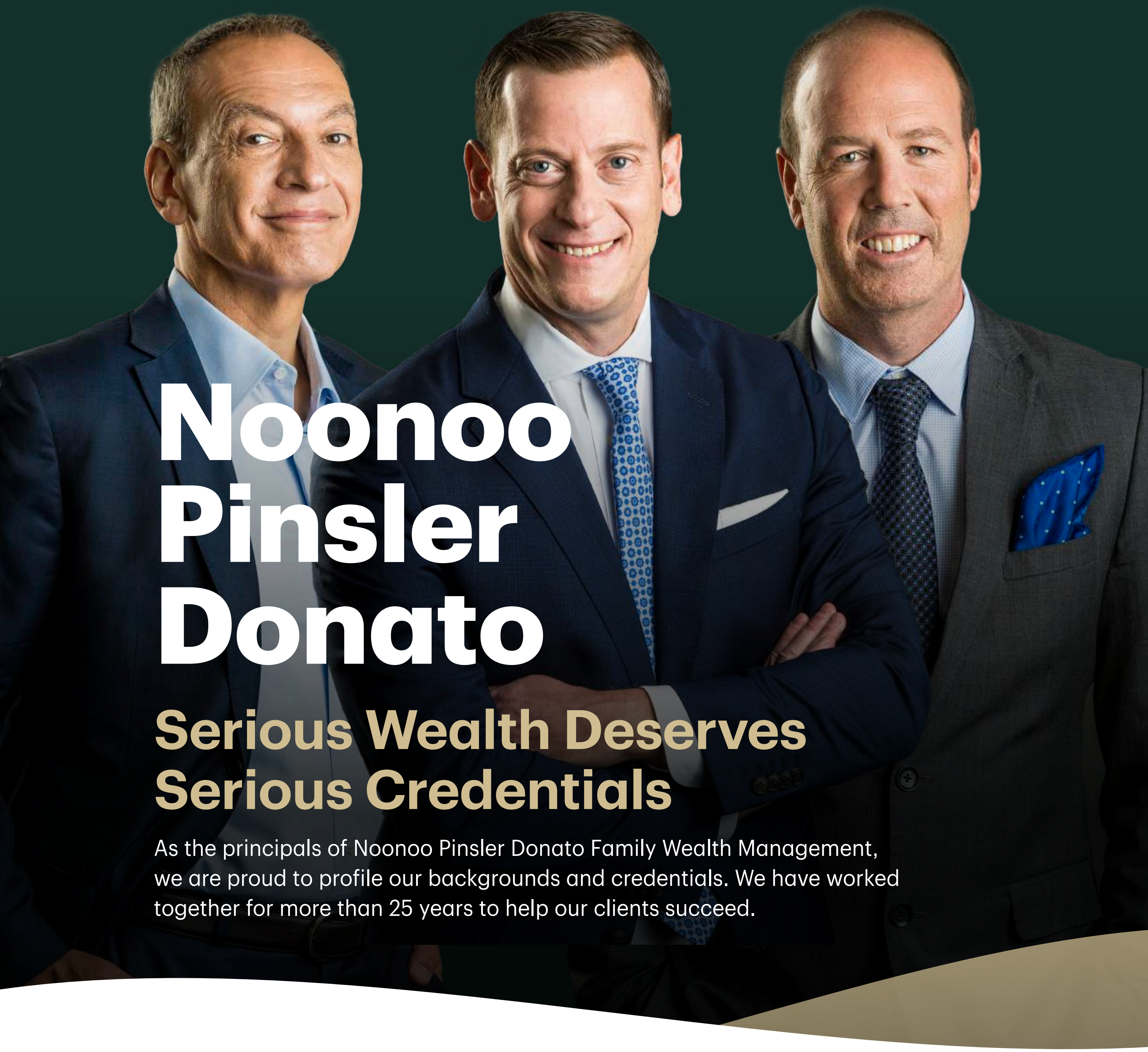
Noonoo Pinsler Donato | Family Wealth Management
Gestion de patrimoine familial



Noonoo Pinsler Donato Family Wealth Management
TD Wealth Private Investment Advice
(514) 842-7615 | NoonooPinslerDonato.com

TD Wealth

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Clifford Noonoo

Senior Investment Advisor

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So a little about me- I grew up in Tehran Iran, where activities outside of school were dominated by sports. To this day I am an unabashed sports fan who keenly follows the soccer scene. In 1976 I came to Canada at the age of 16 for what was to be a few years of study and adventure in the western world before returning home. Due to the revolution in Iran, the sojourn became permanent and my parents joined me in 1982.

I graduated from Concordia University with a Bachelor in commerce and from McGill University with a certificate in accounting. The economy was tough in the 80's. You could not get a job if you had no experience, and you couldn't get experience if you didn't have a job. After working in accounting for a brief period, I was able to work at Mcleod

Young Weir (Scotia McLeod today) as an investment advisor. My business was built from scratch making 200+ cold calls a day. If you were to ask me what one of the world's great inventions has been, I would rank the push button phone in the top 3. Many a night that I would have to soak my fingers in warm water after all those dials using a rotary phone!

In 1987 I was given an opportunity to join Wood Gundy (CIBC today) where I remained until 1994.

In 1994 I was hired by TD to open their first wealth investment branch in Montreal. For the first 13 years at TD I managed the operation as well as client accounts. As I grew that branch to be one of Canada's largest, I gave up my management responsibilities to focus on client accounts.

Our team is one of the largest teams at TD with assets under administration of $2.4 billion. I use the word large while the team understands that I dislike all the implications that come with that word. At our shop, customer service is not a department, it is a state of mind. It is a value that I am willing to always guarantee.

What I am proudest of from a business standpoint:

- That we have so many clients that have been with us for so long. Many from my day one in business.
- That the core of this team has been together for 25 years in the case of my partners and between 5-20 years in the case of my associates. We do not lose good people. The team has always heard me say that while we don't change our people, our people need to change. Time's change, technology changes, and we need to always improve. There is no such thing as tradition or remaining static at our shop.
- That a 13-person team was able to work remotely during Covid without missing a beat in terms of investments or customer service.
- That a team based in Montreal can so readily compete year in and year out with teams in Toronto and Vancouver with much bigger markets at their disposal.
- Being a part of TD bank for the last 27 years and having the opportunity to start and grow a nice business for our shareholders.

Of great importance to me is my family. Amazing parents, terrific wife, and wonderful kids that make me laugh, wind me up, but mostly make me incredibly happy. I can be in charge of so many things and yet a pawn to my kids when I come home!

Finally, I came to this country when I was 16 years old from Iran on what was supposed to be a few years of schooling.

I am of the firm belief that when you are lucky in life and have things that are good happening, you need to give back both of your time and money. We are as a result active in the community. In particular, an involvement with hospitals and children's charities has been of utmost importance.

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Jonathan R. Pinsler, CFA

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Raised in the Maritimes, Jonathan automatically qualifies as a salt-of-the-earth type of guy. After earning his Bachelor of Science in Finance with a minor in Statistics at Babson College (near Boston), Jonathan began his financial career in 1995 and joined Cliff Noonoo and his late partner, Earl A. Agulnik, in 1997. He learned 25 years' worth of business judgment very quickly and today looks for opportunities to repay that mentorship by assisting new advisors.

Jonathan helps affluent clients make smart money decisions and integrates various facets of their complex needs, executing plans with consistent follow-through and collaborating with their accountants and network of other professionals. Jonathan believes he succeeds in helping our clients through focus, hard work, detail-mindedness and integrity. Growing up to parents who owned retail clothing stores in Fredericton, New Brunswick, business was discussed 24/7. As a kid in the family business, Jonathan started working earlier than his peers, and this strong work ethic has served him well. He simply eats, sleeps, and breathes wealth management every day (we're not making this up!).

To alleviate the pressure of doing his utmost for our clients, from time to time, Jonathan treats his coworkers to renditions of Frank Sinatra's My Way in his booming radio voice.

Prior to joining TD Wealth, Jonathan worked as a Financial Analyst with CI Financial in Toronto. He is a Chartered Financial Analyst (CFA) who has had numerous articles published in The Globe and Mail, The Gazette and The Financial Post.

Jonathan's top priority is family and he spends most of his time with his wife Emmanuelle and daughters Julia and Clara when he is not attending to clients' needs. Jonathan considers himself to be quite the chef, but his wife thinks he should stick to his day job. He did not grow up in a food culture and vows never to let this tragedy happen to his girls. If you are up early, you will catch him working out at 6 am at the gym.

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Christopher Donato, B.Comm

Portfolio Manager and Senior Investment Advisor

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Knowledgeable, easy-going and patient, Christopher Donato is our team's lion tamer: he has a gift for serving sophisticated, highly knowledgeable clients, helping them mine the intricacies of the complicated markets to potentially maximize performance and handling their special needs with grace.

Chris works long hours to help preserve and enhance people's wealth. Through his over 25 years at TD Wealth, he has advised clients successfully through various economic extremes, and is licensed as a Portfolio Manager, which we believe gives high net worth investors even more reason to entrust their investment decisions to him.

Chris is thrilled that Noonoo Pinsler Donato Family Wealth Management is celebrating near 25 years, a rare milestone in this business, and that teamwork helps the group to gauge ups and downs so there may be no roller coaster rides from good markets to bad, only stable, long-term decision-making. He is the most approachable person on our team, and credits this to his origins as a bank teller who worked his way up: Chris has experienced everyone's role and is attuned to their problems.

Chris holds a Bachelor of Commerce degree from McGill University and is licensed as a Portfolio Manager and Financial Security Advisor through TD Wealth Insurance Services. He is an accomplished A-level tennis player, a golfer who aspires to conquer the Pebble Beach course one day, a skier who once lived in Banff, and a die-hard Habs fan. When he's not connecting with clients, you'll find Chris taking his son to sporting events or music concerts or travelling with him to interesting places around the world.

The most important piece of advice Chris gives people about their financial futures is to be patient. When people make short-term decisions, they generally regret them. Time ends up solving a lot of issues.