

On the power of financial planning to heel.



*Len Colman, CFP
Assante Financial Management Ltd.*

To watch Dodger (Shetland Sheepdog) or Toby (Australian Shepherd) running circles around sheep you might not immediately appreciate that they were executing a strategic plan to contain an undisciplined herd. These dogs respond impressively to the voice and whistle commands of their “coach” Len. By rewarding disciplined behaviour, these canines can execute the game plan as efficient teamplayers.

Bulls and bears are also a challenge to contain. As markets fluctuate, the need for financial planning rises. That’s where Len Colman, a Certified Financial Planner™ professional comes in. Len partners with fellow CFP™ licensee – and Dad – Lionel Colman to “coach” professionals, owners and managers to manage their investments to achieve longterm financial goals.

Almost forty years of client relationships with the Colmans has demonstrated that following an appropriate financial plan – one to which the client can be loyal – will produce benefits not otherwise possible. As a technique for financial success, learning to rely on discipline will produce more dynamic results than “sit”, “speak”, or “roll over”.

Len is one of more than 15,000 CFP™ professionals in Canada and 72,000 internationally in 17 countries. Each one serving Canadians just like you. To hold the CFP™ designation individuals like Len must meet the most demanding standards in Education, Experience and Examination.

And they are held to a strict Code of Ethics. Annual licensing and continuing education requirements keep their counsel current. Fetch more info about financial planning than you can shake a stick at, at: www.cfp-ca.org.



Certified Financial Planner.™ Take the next step.

© Financial Planners Standards Council awards the CFP™ marks in Canada under license agreement with the CFP Board of Standards Inc.