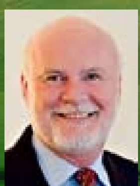
Mindpath
Creating New Paths To Learning

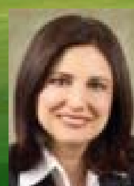
12 CE Credits Available!

The Buying & Selling of Financial Advisory Practices ~ Levels I & II

A Two-Day Educational Forum for Financial Advisors, Planners & Brokers



Conference Chair
George Hartman
Consultant and Advisor Coach



Ellen Bessner
Partner, Gowling Lafleur Henderson LLP
Speaking on her new book: "Advisor At Risk – A Roadmap To Protecting Your Business"

Monday, April 28 and Tuesday, April 29, 2008 ~ Copper Creek Golf Club, Kleinburg, Ontario

A Two-Day, Interactive Educational Forum On The Buying & Selling of Financial Advisory Practices

Builds on the success of last year's conference.

Day One will feature a comprehensive introduction into a wide range of issues relating to the buying & selling of books of business.

Top speakers from last year are on the program with updated presentations.

The day will end with an all-new 'been there-done that' panel of Advisors who have bought or sold a book of business. On this panel will be a Financial Advisor, an Insurance Advisor and a Broker.

Day Two features new speakers who will dig down deeper in the areas of Practice Valuation, Practice Ownership Models as well as advanced Legal, Accounting and Taxation issues.

In addition, there will be in-depth analysis of actual case studies and various purchase scenarios ie. outright purchase, earn-out, merger, third-party, in-house.

As well, there will be a discussion panel on: "The Value of Financial Advisory Practices: Going Up or Down?"

Last Year's Attendees Spoke Highly About The Conference

Two hundred and fifty senior advisors, planners and brokers attended last year's conference and gave it high marks:

"All in all, I would recommend this conference to all my peers." **Lise Martens**, Certified Senior Advisor, Desjardins Financial Security

"I thought it was a great seminar." **Izhak Goldhaber**, Berkshire Securities

"This was a great start, thanks. I look forward to the next installment." **Wayne Lang**, Senior Financial Advisor, Beacon Wealth Management

"I really enjoyed your seminar - the speakers were really well informed and delivered great presentations" **Lorne Marr**, Lorne S. Marr Insurance Services Ltd.

Hear From Leading Industry Experts in the Buying & Selling of Financial Practices Field

~ Practice Valuation
~ Arranging for Financing
~ The Transition Process
~ Tax Implications
~ Key Legal Issues
~ How to Maximize the Value of a Practice
~ Product Mix Compatibility
~ Revenue Mix
~ Technology Issues
~ How to Systematically Prepare Your Practice
~ Case studies

Plus – Learn from our All-New Advisor Discussion Panel!

Hear from our Panel of Advisors who have 'been there, done that'- bought or sold books of business.

This year there will be a mix of advisors: a Financial Advisor, an Insurance Advisor and a Broker. Learn what they did right and what they would do differently.

Mind*path* Conferences Emphasize Interaction and Education

At Mind*path* educational forums, the emphasis is on learning through participation and interaction. Generous Q&A / discussion periods with leading industry professionals facilitate the learning process.

A premium is placed on delegates having access to speakers at Mind*path* conferences and forums. Industry experts are available to answer your questions & concerns directly.

Conference Will Appeal To:

This Mind*path* conference will appeal to Senior Financial Advisors, Planners, Brokers, Investment Advisors and Insurance Advisors.

Silver Partner
EQUITY Associates Inc.

Mind*path* corp., 60 St. Clair Ave. East, Suite 908, Toronto, Ontario, Canada M4T 1N5
Tel. (416) 929-MIND (6463) OR (877) 929-6463 Fax: (866) 244-9837
www.Mind*path*.ca

Outside-the-Box Thinking

Mind*path* is a different kind of educational conference company for the financial services industry. The goal of Mind*path* conferences is to bring 'outside-the-box' thinking and leading-edge learning programs to financial advisors, planners, brokers and investment advisors. Timely information from top industry experts and attendee engagement facilitates the learning process.

Mind*path*'s Principals Are Financial Industry Veterans

Mind*path* financial conferences are content-driven by industry professionals.

Two of Mind*path*'s principals, **Don Bridgman** and **Daniel Tutton**, are financial industry veterans who bring a combined total of nearly 50 years experience in the financial services sector to the company.

Daniel Tutton, President, is a nineteen year veteran of the financial services industry. Previously, Dan served as Senior Vice President of one of Canada's leading financial services companies. He has been involved with educational conferences and special events throughout his business career.

Don Bridgman is also a principal of Mind*path* and brings over 28 years of experience in the financial services industry to the company. He has been an advisor, a senior marketing and sales executive, an industry consultant, a public speaker, a conference manager and workshop facilitator, as well as a trainer and performance coach with unique expertise in personal strategic planning.

He currently co-owns and manages one of the largest branches of a leading Canadian wealth management firm.

As a result, Don remains close to the information and education needs of advisors on a daily basis resulting in topical, relevant and up-to-date programs for Mind*path* educational conferences.

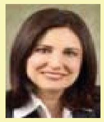
Mind*path* CEO **Dan Jerred** has over 30 years business experience and brings a depth of expertise in the creation and execution of cutting-edge financial conferences. He has worked in senior capacities with several of Canada's leading financial conference companies before becoming CEO of Mind*path*.

PROGRAM AGENDA

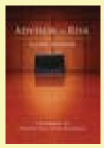
DAY 1

8:50 AM Welcome / Introductory Comments from Mind*path*
Introduction of Conference Chair George Hartman

9:00 – 10:15 AM Opening Keynote Address + Q&A Session



Ellen Bessner, Partner
Gowling Lafleur Henderson LLP



Topic: "Advisor At Risk- A Roadmap to Protecting Your Business"
(from her new book with the same title)
Professional liability stems from the "know-your-client" rule. Completing the New Client Application Form is only the beginning of managing risk.

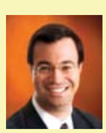
This presentation will explain:
~ the KYC Process like never before
~ how to use the KYC Process to manage risk
~ how the KYC Process can improve client relationships and your bottom line

Ellen is an noted author and columnist as well as a leading legal expert in the area of financial advisor practice management. She is a dynamic speaker who challenges audiences to re-examine their business fundamentals.

10:15 – 10:30 AM ~ Morning Refreshment & Networking Break

Jamie Golombek of AIM Trimark addresses the Buying & Selling of Financial Advisory Practices Conference, May 2007

10:30 – 12:00 Noon ~ Tax Session + Q&A Session



Jamie Golombek CA, CPA, CFP, CLU, TEP
Vice President, Tax & Estate Planning AIM Trimark Investments

Topic: 'The Tax Implications of Buying & Selling A Practice'
~ employee, self-employed or incorporated?
~ tax considerations for buyer
~ tax considerations for seller
~ future of advisor incorporation

Jamie is an noted columnist and analyst as well as one of Canada's leading tax experts for Financial Advisors. He is a engaging and entertaining speaker who consistently receives top marks for his informative and eye-opening presentations.

12:00 – 1:00 PM Luncheon

1:00 – 2:30 PM Transition Issues + Q&A Session

George Hartman, Consultant and Advisor Coach, The Covenant Group

Topic: "The Soft Side of Succession"

Including:
~ A Solid Business Plan is Essential
~ Making Product and Revenue Mix Work
~ Meeting Client Expectations
~ Integrating Client Bases
~ Marrying Staff
~ Getting the Message Right

George is a noted Investment Executive columnist with more than 30 year's experience throughout North America coaching Financial Advisors on practice management issues. His presentations are filled with practical information which advisors can put to use immediately.

2:30 – 3:30 PM ~ Financing Session + Q&A Session

Bob Dorrell, Senior Vice President, Distribution Services, Assante Wealth Management

~ financing options
~ in-house
~ third party
~ outright purchase
~ earn-out
~ special situations

3:30 – 3:45 PM ~ Afternoon Refreshment & Networking Break

3:45 – 4:45 PM ~ Advisor Discussion Panel

Lawrence Chambers
Chambers Planning Services Ltd.

~ featuring a financial advisor, insurance advisor & broker who have either bought or sold a book of business
~ benefit from their experience
~ avoid the pitfalls!

4:45 PM ~ Business Card Draw ~ Win A Global Positioning System

5:00 – 6:00 PM Networking Reception

Mind*path* Principals Daniel Tutton (L) and Don Bridgman present business card draw prize of a Canon Digital Camera to lucky recipient Janet Taylor, Managing Director of Desjardins Financial Security, May 2007

These Organizations Were Among Those Represented Last Year

~ Berkshire Securities
~ AGF Management Limited
~ Ajax Financial Planning
~ Arca Financial
~ Assante Capital Management
~ BMO Nesbitt Burns
~ Braley Winton Financial Group
~ Brown Financial & Insurance
~ Burns Financial
~ Canaccord
~ CIBC Imperial Service
~ Claymore Financial
~ Credential Financial
~ Croft Financial Group
~ Desjardins Financial Security
~ Dundee Private Investors / Securities
~ First Capital Financial
~ Flagstone Financial
~ Freedom 55 Financial
~ FundEx Investments
~ Gordon E. Pilkington Ins.
~ Industrial Alliance
~ ING Wealth Management
~ Investment Planning Counsel
~ Keybase Financial
~ Laurentian Financial Services
~ Manulife Financial
~ MDK / Child Financial Advisors
~ Partners In Planning
~ Polson Bourbonniere
~ Power Financial
~ Raymond James
~ Richardson Partners Financial
~ Russell Investments
~ Scotia McLeod
~ Stonegate Private Counsel
~ Talisman Investment Planning
~ TD Asset Management
~ TE Wealth
~ The Insurance Clinic
~ Tipper Financial
~ Turner Financial
~ Wellington West Financial
~ Worldsource Financial

PROGRAM AGENDA

DAY 2

8:50 AM Welcome / Introductory Comments from Mind*path* & Conference Chair George Hartman

9:00 – 10:15 AM Book Ownership Issues and Case Studies: A Legal Perspective + Q&A Session

Kenneth Dekker, Partner
Affleck Greene McMurtry, LLP

Topic: "The Advisor's Book of Business – Do You Really Own Your Clients ?"

- learn the legal ins and outs of book ownership from one of Canada's leading legal experts in the field
- Mr. Dekker has argued high profile book ownership cases in court
- hear about legal case studies, arguments and decisions
- this session alone may be worth the price of admission!

10:15 – 10:30 AM ~ Morning Refreshment & Networking Break

10:30 – 11:30 AM ~ Financial Advisory Practice Valuation + Q&A Period

Howard E. Johnson
MBA, FCMA, CA, CBV, CPA, CFA, ASA President
Veracap Corporate Finance Limited

Topic: "Maximizing the Value of Your Practice"

- How the economic value of a practice is established
- Deal structuring and pricing issues
- Current trends and developments in practice valuation
- Finding opportunities for hidden value

Howard one of Canada's leading experts on the topic of Financial Advisory Practice Valuations has spoken on this topic throughout Canada on behalf of such organizations as the Peel Institute, Manulife and the Financial Planners Institute of Ontario. This is a 'not-to-be-missed' educational session.

11:30 – 12 Noon ~ Book Valuation Panel

George Hartman, Consultant and Advisor Coach, The Covenant Group

Bob Labrecque, CFP, CLU, CH.F.C.
Director of Succession Planning,
Independent Advisor Channel,
Manulife Financial

Is the value of Financial Advisory Practice books of business on the increase or decrease and why? Hear from our panel of experts as they express their views on the trend in book valuations.

12:00 – 1:00 PM Luncheon

1:00 – 2:30 PM Transition Case Study Presentation + Q&A Session

Peter Wouters, Director
Tax & Estate Planning,
Empire Life

Topic: 'Book Transition Case Studies'

~ Peter has years and years of experience dealing with book of business transition issues
~ he brings a engaging and dynamic speaking style to the conference
~ you will learn from his vast experience in the practice transition field

2:30 – 2:45 PM ~ Afternoon Refreshment & Networking Break

2:45 – 4:15 PM Book Building From A Leading Practitioner + Q&A Session

Rob McClelland, Senior Financial Advisor & Vice President
Assante Wealth Management

Topic: Grow Your Business Overnight – Buy a Book of Business

- Rob is one of Canada's acknowledged leaders in the fine art of growing a book of business through acquisition
- hear how it's done from a pro
- Rob will discuss in depth several of his book purchase deals from start to finish
- learn his secrets and hear how he built a very significant book of business through acquisition

4:15 PM Conference Adjourns

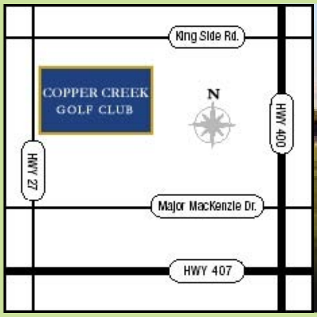
Full Room View, Buying & Selling, May 2007

CONFERENCE LOCATION

Copper Creek Golf Club
11191 Highway #27, Kleinburg, Ontario L0J 1C0
Tel.: (905) 893-3370

Ideally located 10 minutes north of Highway 407 on the east side of Highway 27 in the picturesque town of Kleinburg. 15 minutes from Pearson International Airport and 35 minutes from downtown Toronto.

To view a list of local hotel accommodations, please click **here**.



Registration Form

Conference Fee

Day I only: **$395.00** + GST Day II only: **$395.00** + GST Days I & II: **$595.00** + GST

Day II only + Receive DVD of 2007 Buying & Selling Conference: **$495.00** + GST

Notes:

1. Attendees to Buying & Selling in May of '07 will be admitted to Day II at the special price of **$315.00** + GST.

2. Group Discount: Two delegates or more from the same firm and branch receive a 15% discount.

Yes I would like to register the following people from my firm:

____________________________ ________________
Delegate Name (please print name in full) Title

____________________________ ________________
Delegate Name (please print name in full) Title

____________________________ ________________
Delegate Name (please print name in full) Title

____________________________ ________________
Delegate Name (please print name in full) Title

☐Day I only ☐Day II only ☐Day I & II
☐Day II only + May, 2007 DVD

Total amount:

____________ + GST = _________

____
Company Name

____
Address

____
City Province Postal Code

Method of Payment
☐Cheque ☐VISA ☐M/C ☐AMEX
Card Holder's Name: ____________________
Card Number: ____________________
Expiry Date: ____________________
Signature: ____________________
Today's Date: ____________________

How to Register

You may register in one of the following ways:

1. Register Online
Register online by clicking **here**

2. Register by Fax
By faxing the completed registration form toll-free to 1.866.244.9837

3. Register by Mail
Send completed registration form and cheque to Mind*path* corp.
60 St. Clair Ave. East, Suite 908
Toronto, ON M4T 1N5

4. Register by Phone
Call 416.929-MIND (6463)
Toll Free 1.877.929.6463

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Phone eMail Address(es)