

WHY CHOOSE WELLINGTON-ALTUS?



Our move to Wellington-Altus was prompted by our desire to continue to do what we believe is best for you, our clients. Your relationship with me and all the members of my team will continue exactly as it always has been. You have my commitment to make this transition as easy for you as possible.



Agile

Wellington-Altus understands that processes and systems need to change as the industry grows and technology evolves. Unlike traditional financial institutions, we're not interested in holding onto legacy systems that hinder our ability to provide the best of what's available to our clients. We can quickly explore and adopt new platforms and solutions to ensure we're always implementing the best tools for advisors to provide the ultimate client experience.



Outstanding Client Experience

We partner with leading-edge providers to deliver best-in-class technology and platforms, with access to some of the best money management solutions in Canada. Being fully operational with remote access means we can seamlessly service clients anytime, from anywhere.



Enhanced Client Communication

The ability for our team to communicate more on all aspects of our clients' wealth—online access, enhanced reporting, electronic trading summaries.



Impartial Wealth Advice with No Sales Quotas

With your unique circumstances and goals in mind, at Wellington-Altus we're equipped to purposefully and methodically build a team of expertise around you and your portfolio for custom solutions, tailored to your specific needs.



Specialized Service

Wellington-Altus has a pure wealth management focus, laser-focused on wealth advice and financial planning. We continue to build our firm with the best and brightest advisors and planners that the industry has to offer—no exceptions, no corners cut.



Advanced Wealth Planning Group

You will have access to financial and estate planning professionals and insurance specialists. Wellington-Altus has wealth planning professionals to support my practice in addressing your financial, retirement and wealth transfer needs, and who are available to collaborate with your tax and legal professionals to ensure your needs and wishes are adhered to.

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Forward-Thinking Client Solutions

In becoming a client of Wellington-Altus Private Wealth, you will have access to forward-thinking solutions that are tailored to your unique situation to bring you peace of mind, now and for the future.

- **Traditional Brokerage** A commission-based brokerage option for clients who want to participate in their investments, whether corporate new issues, syndicated capital raises, or individual stocks or bonds.
- **Advice-Based Platform** An option that focuses on providing advice about managing wealth for clients. Advisor fee is based on portfolio value rather than commissions.
- **Advice + Managed Platform** A holistic approach that combines advice from a registered portfolio manager with discretionary wealth management by advisors who meet high industry standards.
- **Crescent Separately Managed Account Platform** For clients looking for world-class money managers who buy and sell portfolios specifically crafted for them individually, Crescent offers numerous managers, styles, and mandate options for a tailored portfolio experience.
- **Platinum Private Portfolios** A monitored, unified, managed account with access to world-class money managers diversified across geography, sector, and investment type.



No Shareholder vs. Client Conflict

In publicly traded companies, the shareholder comes first. Stock performance is derived largely from earnings and earnings stem from prudently managing revenue and expenses. To drive revenue, publicly traded companies will typically create sales goals. They may, for example, decide that selling a certain number of Product X and a certain amount of Product Y will accomplish their mission. Frequently, they will arrange an advisor's compensation to entice them to focus on these specific products or services which often are the most profitable to the firm. Our clients need advice, not sales tactics, and at Wellington-Altus, we're empowered to do just that. Our clients always come first.



Renowned Chief Market Strategist

Chief Market Strategist Dr. James Thorne gives our team a leading edge, curating insights from data sources and providing analysis to help our investment advisors select the best possible assets and plans for clients. Jim is a top-industry expert, translating complex economic and market issues and grounding his counsel in historical context to help advisors and investors navigate short-term issues with their potential impact on financial goals. His views consider global economic, political, and financial market events and their short and long-term portfolio implications.

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Top-Rated Investment Dealer in Canada



We are recognized as the **top-rated investment dealer in Canada** in the 2026 Investment Executive Brokerage Report Card. Received top ratings in categories like **products & support for high-net-worth clients, client onboarding tools and leadership team.**

With an unmatched **net promoter score of 95.6**, it's clear our advisors are engaged and happy to be building a home at Wellington-Altus.



Recognized as one of **Canada's Top Growing Companies** in 2023, 2024 and 2025 by The Globe and Mail for our three-year revenue growth.



Named **Brokerage of the Year** for our employee value proposition, advisor retention, client service, digital platforms and innovation.



Awarded **5-Star Wealth Management Firm** for excellence in key areas supporting advisors' businesses.

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