



THE EQUITABLE LIFE INSURANCE COMPANY OF CANADA

PIVOTAL SOLUTIONS™  
PIVOTAL SOLUTIONS II

personal  
investment portfolio

## Investor Profiler Questionnaire



Equitable Life  
of Canada®

## Which investment mix is right for me?

Choosing the right selection of investments is an important task. Your financial goals and objectives, time horizon and attitudes towards risk all play a key role in determining an appropriate investment mix or asset allocation. It is important that you balance your investment objectives with your time horizon while keeping in mind your tolerance to risk.

Whether saving for the future or enjoying retirement, Equitable Life's Investor Profiler Questionnaire can assist in matching the portfolio that is unique to you according to your time frame and the amount of risk you are willing to assume.

## What is Asset Allocation?

Asset allocation is the process of determining which asset classes (guaranteed investments, fixed income, equity) should be included in your investment portfolio and in which proportions.

## Why is Asset Allocation so important?

Studies suggest that asset allocation explains 90% of the variability in the returns of a portfolio. (Variability is the relationship of the movement of a portfolio's returns to the movement of the overall market.) The remaining 10% comes from individual investment selection and market timing. Proper asset allocation may help to reduce volatility within your portfolio while increasing the potential for higher returns.

## Equitable Life® – Selecting your investment mix has never been easier.

There are three basic steps to formulating an effective asset allocation strategy. First, define your financial goals and the length of time you have to achieve those goals. Second, consider how comfortable you are with investment risk – for example, will you lose sleep over investments that fluctuate in value? Finally, create a balanced portfolio that suits your financial needs through a mix of the major asset classes.

With the help of your financial advisor and the Investor Profiler Questionnaire, you can determine an appropriate investment mix for your personal

situation. Equitable Life's wide investment selection is ideal for building a portfolio that is suitable for conservative investors to those looking for more aggressive growth...and everyone in between.

The Daily Interest Account, Guaranteed and Term Deposit Accounts and wide range of segregated funds allow you to build a portfolio that suits the type of investor that you are. For those who prefer a more simplified approach to investing, Equitable Life's Segregated Fund Portfolios offer the ideal solution. Each Equitable Life Segregated Fund Portfolio invests directly in the corresponding Franklin Templeton Quotential Portfolio and offers outstanding diversification by asset class, investment style, geographic region and market capitalization.

## Will my asset allocation change over time?

Your investment profile is far from static and is a reflection of your current personal and financial situation. As your goals and lifestyle circumstances change, your ideal asset allocation will likely change as well. The flexibility offered by an Equitable Life segregated fund account allows you to change your investment mix as deemed appropriate. Continual monitoring of your investments is necessary to ensure that the chosen investment mix remains consistent with your long-term goals, current situation and risk tolerance. Your financial advisor can assist you with this.

## Asset Allocation and Your Goals

Each of your financial goals will likely have varying time horizons associated with them, which can result in an asset allocation unique to each. Keep this in mind as you complete the questionnaire. Defining your financial goals will assist in creating an asset allocation that is consistent with your time horizon and risk tolerance. Take a moment to determine your primary financial goals and each of their specific time frames.

- Fund a long and active retirement
- Save for your own business
- Downpayment on a home or cottage
- Save for your children's or grandchildren's education
- Recreation or travel
- Create an estate
- Provide current retirement income
- Other

***Please answer the following questions by choosing the option best suited to you. There are no right or wrong answers but keep in mind that it is important to answer the questions honestly. This way the results reflect your unique investment profile.***

1. Which time frame is consistent with your financial goals?

(You may want to complete this questionnaire more than once if you have multiple goals with varying time horizons).

- a.  Less than Two years    b.  Two to Five years    c.  Six to Ten years  
d.  Eleven to Fifteen years    e.  More than Fifteen years

2. Which of the following ranges includes your current age?

- a.  Under 40    b.  40 to 49    c.  50 to 59    d.  60 to 69    e.  Over 70

3. What is your total approximate annual household income before taxes?

- a.  Less than \$25,000    b.  \$25,000 - \$49,999    c.  \$50,000 - \$74,999  
d.  \$75,000 - \$99,999    e.  \$100,000 - \$150,000    f.  Greater than \$150,000

4. Do you require a minimum annual yield from your investments for income purposes?

- a.  None    b.  2%    c.  4%    d.  6%    e.  8%    f.  10%

5. When describing your investment objectives, which statement is the most important to you in achieving your goals?

- a.  Preserving the current value of your investment    b.  Producing income with relative stability of principal  
c.  Producing a moderate level of income with some growth over time    d.  Growth in principal over time while producing income  
e.  Maximum growth in the value of my investments

6. What portion of your investments do you expect to use over your indicated time horizon?

- a.  None    b.  A small percentage    c.  A moderate percentage    d.  A large percentage

7. Which statement best describes your investment knowledge?

- a.  **Novice**    My knowledge of investing is limited  
b.  **Beginner**    I have been investing for a few years and have a very basic understanding of investing  
c.  **Good**    I have a working knowledge of the major characteristics of the different types of investments and the financial marketplace  
d.  **Very Good**    I have been investing for some time and have a solid understanding of many different classes of investments and their associated risks  
e.  **Excellent**    I am a seasoned investor – I have a comprehensive understanding of the different types of investments, their associated risks and how they relate to market volatility

8. Which of the following types of investments do you own or have you owned in the past? (select all that apply)

- a.  Guaranteed Investments, Canada Savings Bonds or Money Market Funds  
b.  Fixed Income or Bond Funds, government, provincial or high quality corporate bonds  
c.  Canadian stocks, mutual or segregated funds  
d.  U.S. stocks, mutual or segregated funds  
e.  Foreign stocks, mutual or segregated funds

9. Choose the statement that best describes your attitudes as they relate to investing and inflation.

- a.  I want my investments to be 100% safe even if it means that my investments will not keep pace with inflation  
b.  I am willing to accept a low level of fluctuation in the value of my investments in order to attempt to keep pace with inflation  
c.  I am willing to accept a moderate level of fluctuation in the value of my investments in order to attempt to achieve investment returns somewhat higher than inflation  
d.  I am willing to accept a high level of fluctuation in the value of my investments in order to attempt to significantly outperform the rate of inflation

10. When considering the return on an investment, what is the maximum decline in value over a one year period that you would be willing to accept?
- a.  0%. Stability of principal is important to me.
  - b.  5%
  - c.  10%
  - d.  20%
  - e.  25% or greater. *I understand markets periodically correct themselves and I have confidence in its long-term prospects.*
11. Assume that you have \$25,000 to invest and can choose from one of five different investments options below. Each option provides the range of values that your investment may be worth in one year. Which option would you be most comfortable investing in?
- a.  As low as \$25,000 and as high as \$26,000
  - b.  As low as \$23,000 and as high as \$28,000
  - c.  As low as \$21,000 and as high as \$30,000
  - d.  As low as \$19,000 and as high as \$33,000
  - e.  As low as \$16,000 and as high as \$37,000
12. You have received \$20,000 from an inheritance and, on the advice of a friend, invested it in a well-known equity investment fund with a 25-year track record of strong performance. After two years of volatile markets you receive your statement in the mail and your original investment is worth \$12,561. What do you do?
- a.  I would sell. I could not take the chance that this investment would decline further. This type of investment is not for me.
  - b.  I would hold on. I understand markets fluctuate and would re-evaluate in one year.
  - c.  I would buy more of this investment. I have many years before I require this investment and believe in its long-term track record.

## CALCULATING YOUR SCORE

Match each of your responses from the above questions to the corresponding point value below.

1. a) 0    b) 2    c) 5    d) 7    e) 10	7. a) 1    b) 2    c) 3    d) 4    e) 5
2. a) 10   b) 7    c) 5    d) 3    e) 0	8. a) 0    b) 1    c) 2    d) 2    e) 2    (total all that apply)
3. a) 0    b) 2    c) 4    d) 6    e) 8    f) 10	9. a) 0    b) 4    c) 8    d) 12
4. a) 5    b) 4    c) 3    d) 2    e) 1    f) 0	10. a) 0    b) 3    c) 6    d) 9    e) 14
5. a) 0    b) 3    c) 6    d) 9    e) 14	11. a) 0    b) 3    c) 6    d) 9    e) 14
6. a) 9    b) 6    c) 3    d) 0	12. a) 0    b) 4    c) 8

TOTAL SCORE \_\_\_\_\_

## How do I interpret the Investment Profile Categories?

Your Investment Profile Category reflects a number of factors including time horizon, age, investment knowledge and your personal financial situation. In general terms, investors with a short time horizon may need to preserve capital and will be most suited to a more conservative portfolio. An investor with a longer time horizon may be suited to a more aggressive equity-based portfolio. Most investors will find that they fall somewhere in between.

**ANY AMOUNT THAT IS ALLOCATED TO A SEGREGATED FUND IS INVESTED AT THE RISK OF THE CONTRACTHOLDER AND MAY INCREASE OR DECREASE IN VALUE.**

Match the TOTAL score to the appropriate Investment Profile Category below

## Investment Profile Categories



### 1. No Risk – 0 to 15 points

100% Guaranteed (Guaranteed/Term Deposit Accounts, Money Market Fund)



### 2. Conservative – 16 to 25 points

30% Equity, 45% Fixed Income, 25% Guaranteed

OR

45% Balanced, 30% Fixed Income, 25% Guaranteed

OR

Equitable Life Franklin Templeton Diversified Income Portfolio



### 3. Moderate Conservative – 26 to 45 points

40% Equity, 40% Fixed Income, 20% Guaranteed

OR

60% Balanced, 20% Fixed Income, 20% Guaranteed

OR

Equitable Life Franklin Templeton Balanced Income Portfolio



### 4. Balanced – 46 to 70 points

60% Equity and 40% Fixed Income

OR

100% Balanced

AND/OR

Equitable Life Franklin Templeton Balanced Growth Portfolio



### 5. Growth – 71 to 90

80% Equity and 20% Fixed Income

OR

80% Balanced and 20% Equity

OR

Equitable Life Franklin Templeton Growth Portfolio



### 6. Aggressive Growth – 91+

100% Equity

OR

Equitable Life Franklin Templeton Global Growth Portfolio

OR

Equitable Life Franklin Templeton Maximum Growth Portfolio

#### LEGEND



Fixed Income



Equity

## Investment Options

### Guaranteed and Cash

- Daily Interest Account\*
- Guaranteed and Term Deposit Accounts\*
- Money Market Fund

### Fixed Income

- Canadian Bond Fund
- Equitable Life Templeton Global Bond\*\*

### Balanced and Asset Allocation

- Asset Allocation Fund\*\*
- Equitable Life Acuity Canadian Balanced Fund
- Equitable Life Trimark Global Balanced Fund

### Domestic Equity

- Canadian Stock Fund\*\*
- Equitable Life Acuity Pure Canadian Equity Fund
- Equitable Life AIM Canadian Premier Fund
- Equitable Life Bissett Dividend Income Fund
- Equitable Life MB Canadian Equity Value Fund

### U.S. Equity

- American Growth Fund
- Equitable Life Mackenzie Universal US Emerging Growth Fund

### Foreign Equity

- Equitable Life Dynamic Far East Value Fund
- Equitable Life Dynamic Power Global Growth Fund
- Equitable Life Templeton Growth Fund
- Equitable Life Trimark Europlus Fund
- Equitable Life Trimark International Companies Fund

### Segregated Fund Portfolios

- Equitable Life Franklin Templeton Diversified Income Portfolio (**Conservative**)
- Equitable Life Franklin Templeton Balanced Income Portfolio (**Moderate Conservative**)
- Equitable Life Franklin Templeton Balanced Growth Portfolio (**Balanced**)
- Equitable Life Franklin Templeton Growth Portfolio (**Growth**)
- Equitable Life Franklin Templeton Global Growth Portfolio (**Aggressive Growth**)
- Equitable Life Franklin Templeton Maximum Growth Portfolio (**Aggressive Growth**)

\* Not available with Pivotal Solutions™ or Pivotal Solutions II

\*\*Not available with Pivotal Solutions II

Client Signature: \_\_\_\_\_

Advisor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# Equitable Life of Canada® ... A wise choice for YOU!

Throughout its more than 85 years in operation, Equitable Life has provided generations of policyholders with sound financial protection. We remain committed to delivering long-term value to our many clients as an independent, mid-sized mutual Canadian life insurance company.

In the financial services industry of the new millennium, Equitable Life of Canada provides a choice – a wise choice for its policyholders... now, and for many years to come!

Here at Equitable Life, we offer our clients a wide selection of quality products to meet their financial needs, including life insurance, annuities, employee benefit plans and segregated funds.



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This investment profiler is intended to provide you and your financial advisor with suggested asset allocations consisting of Equitable Life's Segregated Fund and Guaranteed Investment options. There is no guarantee that the suggested asset allocation selections will outperform other methods of investment selection. Other factors than those listed should be considered when choosing investments. The investment profiler is not intended to provide investment or other professional advice and should not be relied on for such advice. It is strongly recommended that you speak to your financial advisor or other professional regarding your individual investment and savings goals.

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