

# About



CIBC  
Wood Gundy

The Jones Group

Helping you navigate the complexities of wealth.



# The Jones Group

Trust. Wisdom. Excellence.

As you approach your zenith, so does your wealth – the product of your uncompromising dedication, wise judgment and astute decision-making. **At The Jones Group, we believe your wealth should be managed with devotion and care reflective of that effort.**

When you work with The Jones Group, you are entrusting your achievements to a team with decades of experience navigating the complexities of wealth and the volatility of the global financial markets.

Managing wealth is a serious matter and we treat it as such.

We understand that time is your most precious resource – whether it be the demands of business, family, philanthropy or other pursuits. Now is the time for you to refocus your priorities and pursue your dreams.

**Let us explore the possibilities. Together.**

# About

Planning, investing and wealth management.

**The Jones Group** is a premier wealth management group offering you independent advice, an institutional investment experience, a boutique level of service and customized solutions, backed by the global investing resources of CIBC Wood Gundy and the banking strength of CIBC.

From financial planning to integrated wealth management, succession planning to philanthropy, The Jones Group focuses on providing services to affluent professionals, corporate executives, business owners and their families, in addition to select foundations and endowments.

As a premier wealth management group serving clients throughout Canada, we offer you a deeply experienced, highly skilled team devoted to your long-term financial well-being.

**We are dedicated to helping you protect your assets,  
your family and your standard of living.**

## The Strength of CIBC

- Ranked the strongest of the major banks (publicly traded) in Canada and North America, for the fourth consecutive year.<sup>1</sup>
- Forecaster Accuracy Award for Canada – Chief Economist Avery Shenfeld and team recipients of the 2013 Forecaster Accuracy Award (FAA) for Canada.
- Canada Derivatives House of the Year Award – Canada "House Of The Year" for innovation and leadership in derivatives products.<sup>2</sup>

## A Leader in Wealth Management

As Canada's leading full service investment firm for over 105 years, CIBC Wood Gundy and CIBC's wealth management businesses combine divisions that have:

- Approximately \$2.09 billion in combined annual revenues<sup>3</sup>
- Approximately \$455 million in combined net income<sup>4</sup>
- More than 80 locations across the country

Whether you are looking for independent advice or a sophisticated investing platform, The Jones Group is your gateway to the strength and resources of CIBC Wood Gundy, including:

- Award-winning global research
- Premier portfolio services capabilities
- Leading capital markets capabilities
- An experienced team of in-house experts (financial planner, trust and estate lawyers, and a team of insurance professionals to assist with our clients' planning and risk management needs)
- A diversified global presence through our firm's affiliate companies, with analysts, economists and strategists located around the world.

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*1 Bloomberg Markets*

*2 GlobalCapital, a leading capital markets journal*

*3 As of the third quarter, 2014*

*4 As of the third quarter, 2014*



# Philosophy

Peace of mind.

Our philosophy is based on the knowledge that (i) markets are not perfectly efficient, rational, nor completely anomalous; (ii) markets are not stagnant, but rather they are fluid and dynamic; and (iii) your personal situation – circumstances, goals, and needs – is continuously evolving.

We believe that the expertise of a professional is required to create an optimal portfolio that will generate opportunities to exploit market mispricing and provide superior returns over time.

At The Jones Group, we accomplish this by:

1. understanding your unique requirements, goals and dreams;
2. employing principles of behavioral finance;
3. establishing well-defined objectives; and
4. implementing the right asset allocation while maintaining an acceptable level of risk.

To that end, we create optimal investment portfolios and help you attain your financial goals while providing you enough comfort to sleep at night.

# Investment Approach

Deliberate, unemotional and rewarding investing.

At The Jones Group, we believe that excellent financial analysis, alone, is not sufficient to make you a successful investor – consistent investment results depend on a disciplined approach and don't happen by coincidence.

Our systematic 6-step approach helps to ensure that we build an optimal portfolio that's right for you.

## Our 6-Step Investment Approach:

- 1. Origination of Ideas** – with more than 7,000 listed companies in the world, we start with a (top-down) macroeconomic approach to identify trends, opportunities and risks that can affect the Canadian and global economies.
- 2. Meticulous Research and Analysis** – we shorten the list to less than one hundred securities by:
  - a. Leveraging the expertise of our award-winning research teams, as well as utilizing our own proprietary models; we employ a blended approach of fundamental, quantitative and technical analysis to identify specific opportunities at the sector, company and asset-class level.
  - b. Analyzing and ranking the opportunities, we take into account fundamental metrics such as Price-to-Earnings, Price-to-Book, Price-to-Sales, and Price-to-Cash Flow ratios and then we apply quantitative and technical metrics to ensure we avoid the common value-trap of buying too early.
  - c. Focusing on finding the right business run by the right people that can be bought at the right price at the right time.
- 3. Judicious Implementation** – decision making is sometimes difficult, however, the most important step is taking action when the right opportunity comes along.
- 4. Prudent Execution of Transactions** – by taking into account the fact that some trades may affect the market as well as utilizing the most advanced trading technology in the industry, we are able to ensure robust execution and that our ideas become investments.

5. **Systematic Review and Monitoring of Investments** – We diligently monitor the companies you are invested in once initial investments are made – a continuation of Step 2.
6. **Exit Investments** – We believe that exiting an investment is just as important as the initial purchase. When selling, we believe we should make a quick decision and execute in order to ensure that profits are realized and that losses are minimized.

# History

## The Jones Group

The Jones Group is a premier wealth management group, serving clients throughout Canada, offering you a deeply experienced, highly skilled team devoted to your long-term financial well-being.

Our roots stem back to 1976 when Donald first joined a predecessor firm. In 1980, our capabilities improved as David joined a predecessor firm after receiving his Chartered Accountant (CA) designation working at a major international accounting firm. Most recently, the strength of our team was increased, as Alexander joined as a Partner after working in the project finance industry for a boutique investment bank.

The Jones Group has been successfully navigating the complexities of wealth, and the global capital and economic markets for over three and a half decades.

**38 years of trust, wisdom and excellence.**

## CIBC Wood Gundy

The Wood Gundy partnership opened its doors for business in Toronto on February 1, 1905, specializing in underwriting and distributing municipal and provincial bonds. Its young founders, George Herbert Wood and James Henry Gundy, envisioned a financial services firm built on innovation, integrity and solid client relationships—values that the firm maintains today.

At a time when Canada was a country of savers, not investors, and financial management was largely restricted to corporations and the very wealthy, Wood and Gundy emerged as pioneers in the investment industry. The firm took an active role in the organization of Victory Loans during World War I and helped place war bonds in the hands of over one million Canadians.

With the rapid economic growth following the Second World War came increasing demand for sophisticated financial management expertise. Wood Gundy established itself as one of Canada's premier investment firms, financing new Canadian projects and providing investment advice to individual investors across the country.

Acquired by CIBC in 1988, what is now known as CIBC Wood Gundy has created a legacy of helping generations of Canadians meet their financial goals.

Today, CIBC Wood Gundy and The Jones Group continue to uphold the standards first envisioned by George Wood and James Gundy over a century ago to ensure our name remains synonymous with trust, excellent service and investment expertise.

**Expert advice and exceptional service since 1905.**

## For more information...

To learn more about The Jones Group at CIBC Wood Gundy or to set up a meeting with a Partner on our team, please call 780 429-8900 or toll free at 1 800 232-7296.

You can also visit us online at <http://www.cibcwg.com/thejonesgroup>



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