



Happy Thanksgiving

I would like to start this letter by giving thanks for the unbelievably loyal and caring people in my life both personally and professionally!

I first want to apologize for not being able to disclose or discuss with you my intentions to 'move on' before it actually happened. It is unfortunate that so many of you received a phone call learning of my departure before you could hear it from me. There were many calls to my cell phone and home voicing concern and wondering if I had taken ill. Those who know me understand how much I enjoy my work, so there was confusion how I could merely 'walk away' from an industry that I have been passionate about for several decades. Not only was there shock of my departure, but also hurt that I would leave without an explanation. For those who have joined me on this journey, I want to tell you how much I appreciate your understanding of the delicacy of the situation. It's people like you that make each and every day so very special and make me want to work harder to be worthy of your loyalty.

When I started out in the financial industry I knew that I wanted clients to always feel special and that I genuinely cared about them. I realized that if I followed the standard 30-minute advisor client meeting discussing what to buy and sell, I would be nothing more than a 'salesperson'. I believe that it is imperative to understand every aspect of a client's life before a solution can be presented. Simply fitting every client in to 'a one-solution fits all' is not how I have ever, or will ever, do business. Trust is fragile, and once broken, it can take a lifetime to regain. Those who know me know that I am a woman of conviction, honour and integrity. It takes time, compassion and caring in order to build a long-term relationship, however, a relationship without trust is meaningless. The ultimate testimonial to my conviction has been my successful transition to Raymond James. It amazed me when so many asked what they needed to do to come with me. When asked if they wanted information about the company their answers were consistent – they simply trusted my decision. In my world, there is no greater gift to receive. A person can work a lifetime and never attain such confidence from so many people. Thank you, thank you, thank you!

I am also grateful for all of the support provided to me during my transition; our branch manager who provided endless support, the Victoria branch administrator who gave us weeks of her precious time, the transition team who put in such long days to prepare the necessary forms, the advisors in the branch who generously offered their support staff to ensure that we learned the systems and last, but certainly not least, my family who never questioned my decision and were with me every step of the way.

Thanksgiving is the perfect time to tell the people who have somehow touched our lives that we are better because of them. So perhaps when visiting with friends or family this weekend we can simply remind ourselves to be thankful for the 'gift of those who care'. As I close, I would like to thank you for your loyalty, for caring, and for joining me on this on this wonderful journey!

Wishing you and your family a holiday weekend filled with fun, laughter and great memories!

Neelarah

