

RAYMOND JAMES QUALICUM BEACH BRANCH IS HERE FOR YOU

By Gina Forsyth

David and Shirley Nellist opened their locally owned and operated branch of Raymond James Ltd. in January 2006. They have always focused on the unique needs of their clients and families, as is done across the Raymond James network, to deliver the highest level of wealth management advice.

This client-first focus is further underscored by their core values of professional integrity, advisor independence and a conservative, long term approach to investing. By consistently putting the needs of all clients first, Raymond James has become one of Canada's premier independent investment firms. Their client focus in Canada has garnered Raymond James many of the industry's top honours.

Raymond James is a full-service investment advisory and personal financial planning firm, which includes estate planning, tax considerations, personal insurance needs analysis, charitable giving, trust services, education planning and educational social media.

Before relocating from Ontario, David was Senior Business Director for several multi-national firms. Shirley had a retail sales background, and she owned and managed her own small business. Together they made a professional and lifestyle decision to leave their Ontario-based careers and relocate to Qualicum Beach to start an investment advisory firm.

David earned the Certified Financial Planner (CFP) designation and is now the Senior Financial Advisor and Branch Manager while Shirley is an Investment Representative and the Branch Administrator. Together they manage the Qualicum Beach Branch, which includes three other financial advisors and staff. The branch's mission is to provide comprehensive financial advice in an understandable language.

They believe in giving back to the community and as a result, David is currently the treasurer of the Qualicum Beach Chamber of Commerce and Shirley is a member of 100 Women Who Care Oceanside.

"We live and work in our Qualicum Beach community and pride ourselves in being available and approachable for community residents and business owners. We focus on tailored solutions based on the needs of our clients and turning complex situations into understandable plans. We answer our own phone, know our clients by name, and enjoy seeing them around town," says Shirley.

Their biggest inspiration is working with multi-generational



families. Often, they look after the senior members of a family unit locally, and also provide services to their working children, and grandchildren within the context of an overall client service model.

"When you live and work in a small community, your visibility and reputation is paramount to the success of your practice. Our success is measured in our ability to meet unique client needs at all stages of life," says David.

Financial services are generally a serious topic; however, sometimes there are lighter moments.

One day, one of their long-term clients came in the door asking about "ACB". Shirley and David thought she

was asking for an "Adjusted Cost Base" summary which accountants often request for tax purposes. It turned out she was asking about a company with the stock symbol ACB and wanted to know if it was a suitable investment for her. When it was explained that ACB was Aurora Cannabis, and that it was an unsuitable company for her portfolio, she thanked them for the advice, saying she would remain a consumer of cannabis rather than a shareholder.

Another example is Beau, David and Shirley's Dachshund Chihuahua cross who trades bone futures (or thinks he does). Beau focuses on high-net worth dogs who like speculating in commodities. He also assists around the office.

If you'd like to learn more about the team, (including Beau) and their services, visit www.raymondjames.ca/qualicum.



Securities-related products and services offered through Raymond James Ltd., member - Canadian Investor Protection Fund; insurance products and services offered through Raymond James Financial Planning Ltd., not a member - Canadian Investor Protection Fund.