

Mae-Claire Locke, B.Sc., EPC

IPC Investment Corporation

#8 – 162 Harrison Avenue, Parksville, BC V9P 2H7

250-248-3909, Email: mae-claire.locke@ipcc.org

Mae-Claire's FAQs

Q: "Who are you?"

MC: "I'm an experienced Financial Advisor and former Branch Manager with a dedicated team who share my passion for ensuring clients are in control of their financial futures."

Q: "Why do you do it?"

MC: "In 1997, upon completion of the Bachelor of Science degree from Brandon University, I turned down multiple high-paying job offers for geology-related jobs to care for my father after a serious car accident. While winding down his practice (he was a physician and anesthesiologist), we started investing together just for fun.

It turned out, I had a passion for investing and after a couple of years of self-study and hands-on experience, I joined a Big Bank in 1999 as the assistant to an experienced financial advisor. I was determined to learn the ins and outs of the business before starting up my own independent advisory practice."

Q: "How do you do it?"

MC: "The financial industry can be intimidating, especially with all the financial jargon advisors like to use. We communicate in simple language so that we can understand you and you can understand us."

Q: "What differentiates you from other advisors?"

MC: "Communication - We ask questions. Lots of questions. Questions about your family, your prior experiences, your short, medium, and long-term goals. We never stop asking questions. This is how we learn about your goals today and your future goals as your life evolves.

Team Approach - Most advisors have only one assistant, who may work on a part-time or full-time basis or have no assistant at all. This explains why an unfortunate hallmark of our industry is poor service. We distinguish our practice by establishing a more client-centered environment, with a team of 3 dedicated personnel who share my passion for client care.

Succession - One of the greatest honors you can receive as an advisor occurs when a retiring advisor selects you to take over the stewardship of their client relationships. We've had that honor on 3 occasions over the years, because our peers appreciate our reputation for client care."

Q: "How does your 'Big Bank' background benefit me?"

MC: The 'Big Banks' in Canada are great training programs for Canada's top wealth advisors; however, many of us were troubled by the priority on profit and brokering over problem solving for clients. This led me to decide to become an independent advisor, offering clients the flexibility and freedom of choice to provide service that is ultimately in the best interest of the client and not the CEO's of the 'Big Banks'.

Q: "My current advisor doesn't seem to make time for me or understand my perspectives. How can I ensure things will be any different with you?"

MC: "At the 'Big Banks' or other companies, you don't always have an advisor who is solely dedicated to you, those advisors have very little flexibility in decision making and quotas to meet, which tends to lead them to become more sales driven than client driven. I have heard many clients frustrated that they were constantly passed from person to person who never really got to know them. If you don't have a relationship with your clients, it makes it very difficult to provide suitable advice.

As independent advisors, we don't have the luxury that 'Big Bank' advisors do, with new clients just walking in the door every day. We must earn your business, because you, the client, are who we answer to, not a sales quota enforced by superiors. We find the best way to earn your business every day is to build better relationships by asking honest questions and really striving to understand you – your needs, as well as short- and long-term goals."

Q: “How will you protect my family’s retirement savings?”

MC: “My advisory career started in the late 1990s, just before the Tech Bubble. I was fortunate to learn, early on, the importance of capital preservation and working with investment managers who have established track records of achievement during good times, but also downside protection during inevitable market declines.”

Q: “How can you help me with my insurance needs?”

MC: “Many insurance agents are only permitted to offer insurance policies from their employer, so they have a limited selection and bank branches are restricted from offering anything other than mortgage insurance, which they may or may not understand. As an independent advisor, we have no allegiance to any single provider, which means, we’re able to select only the most appropriate life insurance plan for you and your family.”

Q: “What is your investment philosophy?”

MC: “I believe that in order to earn steady, consistent returns, you must avoid buying the ‘flavor of the month’. To ensure you can enjoy those steady returns, we have to first match you with an investment portfolio that matches your stated expectation.”

Q: “What is your investment strategy?”

MC: “We don’t believe in reinventing the wheel. We like well-established managers with successful track records.”

Q: “How often will we meet? How often will we speak?”

MC: “Communication is an essential part of all our relationship. The frequency is based on the needs and preferences of each client. We can determine that together.”

Q: “How do you measure success for your clients?”

MC: “We measure success on a case by case basis, as each client has different goals. The most important thing for us to do is to discuss expectations at the beginning. Once that is determined, we move on to how we will evaluate the relationship and the time frame to achieve your ideal future. If everyone is on the same page, then the partnership is far likelier to be a success.”