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## THE IMPORTANCE OF CONSISTENCY WITH REPORTING AND COMMUNICATION

*Amanda Baxter, Investment Advisor*

As far back as I can remember there has been regular, consistent reporting and communication in most aspects of my life. Report cards, training summaries, daily schedules. ***Most of us thrive in environments with consistency delivered through regular reports and communication.*** We know if we are “on track”, we have a gauge to measure the metrics we need/want, and we get a sense of our situation.

The examples of reporting and communication for better or for worse are infinitely present in our everyday lives.

Have you ever taken a BC ferry on a busy weekend and been frustrated with the process? Delays, website crashes, inaccurate wait time estimates. On May long weekend my family and I went through this, and when we asked BC Ferries staff, we received three different answers to the same question. With a toddler in tow, it was quite a horrible wait and at moments anxiety inducing.

The ultimate problem with the situation? – complete and utter lack of reporting and communication on the issue(s). With no clear answers and a website that stopped refreshing early in the evening we were at the mercy of a boat we only hoped would arrive shortly. BC Ferries is notorious for poor communication and reporting. It creates distrust, lack of standards, and poor branding.

We finally got to our end destination, with a few more gray hairs and an overtired toddler.

The same weekend, the Canucks were continuing their run in the playoffs. We watched both games and noticed how quickly stats pop up on screen, the depth of the analysis, the breadth of information reported within very short periods of time. The real time engagement draws you in – Canucks are 0/4 scoring on the power play, will this be the one? Will they break the cycle? (They did not 😞). Whether or not you enjoy hockey, or sport in general, as an industry it has really cornered the market of reporting and communication.

In finance, the highs are always easy to report on. We prefer to call you, our client, when accounts are up. We’re both better people in this situation! That being said, when the portfolio is down, you will continue



to receive reporting and communication. The phone will get picked up, voicemails will be returned. Emails, meetings, phone calls – we will be available. We won't shy away from a difficult situation, side by side with our philosophy to **be consistent with reporting and communication**.

Our annual commitment to provide our planning clients a **VISTA**; detailed report on performance, money in and out, goals, timeline and cost of goals, along with dream pool (bucket of funds available to achieve goals) is our primary way of keeping you on track! This document goes beyond just reporting and **details your big, meaningful dreams in a way that makes them accessible and possible**. Beyond being consistent, we want you to know how important it is to us, you feel fulfilled, validated and living your best life.

We also deliver on this promise to you by hosting our semi-annual Portfolio Management Updates. Please [click HERE to JOIN US](#) for our next webinar on Wednesday, June 26th at 6:30 PM (Vancouver time).



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Michael Preto, B.Comm., CFP®,  
CIM® Portfolio Manager  
Direct: 604-895-3329  
Mike@hillsidewealth.ca



Jason Del Vicario, B.Sc.,  
CFA® Portfolio Manager  
Direct: 604-895-3367  
Jason@hillsidewealth.ca



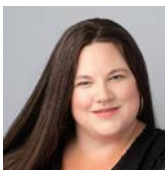
Amanda Baxter, B.A.  
Investment Advisor  
Direct: 604-895-3351  
Amanda@hillsidewealth.ca



Steven Chen, MBA, CFA®  
Global Analytics Associate



Rozita Tehrani  
Associate Investment Advisor  
Direct: 604-895-3349  
Rozita@hillsidewealth.ca



Heidi Marsall  
Associate Investment Advisor  
Direct: 778-484-5455 (Kelowna)  
Heidi@hillsidewealth.ca



Sabrina Del Vicario, B.Comm.  
Business Development Manager  
Direct: 604-895-3324  
Sabrina@hillsidewealth.ca



Lucas Grant, B.I.E.  
Associate Investment Advisor  
Lucas@hillsidewealth.ca