

## RRSP TO RRIF CONVERSION - HOW IT WORKS

In this video, Amanda dives into the RRSP to RRIF conversion process, demystifying the essential aspects you need to understand.

[Watch to learn more HERE!](#)



Whether you're approaching retirement or simply planning ahead, tune in to learn some important information on one of the more widely used registered accounts in Canada.

## THE HILLSIDE FACTOR(Y) FOCUS: LONG-TERM RELEVANCE

*Steven Chen, CFA®*

Around 40 years ago, when the legendary band Queen performed at Live Aid, [Pepsi](#) was one of the major corporate sponsors of the world's biggest charity concert, alongside other household names like [Chevrolet](#), [AT&T](#), and [Eastman Kodak](#).



*Above: Queen's frontman, Freddy Mercury, performing with Pepsi.  
Source: [YouTube](#)*

Fast forward 20 years to Live Aid 2 (Live 8), where the "Queen of Pop," Madonna, took the stage. By then, two technology giants, [Nokia](#) and [AOL](#), had joined the global sponsor list—AOL even secured the broadcast rights.



## UNDERSTANDING SUCCESSORS VS BENEFICIARIES - REGISTERED INVESTMENT ACCOUNTS

In this video, Amanda explains the crucial distinctions between successors and beneficiaries for registered accounts in Canada.

[Watch to learn more HERE!](#)



Whether you're planning for retirement or managing investments, understanding these appointments is essential for safeguarding your financial future. Stay informed and make confident decisions for your financial planning journey.

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*Previous and Above: A crowd of 200,000 people attended the July 2, 2005 Live 8 Concert in Hyde Park, London. Source: [YouTube](#)*

Consumer brands, like soda, might not seem as exciting or flashy as technology brands such as smartphones or the internet. But what about their long-term relevance?

If we jump ahead another 20 years to today, many of us are still listening to Queen or Madonna and drinking Pepsi. But how many of us are carrying a Nokia phone or browsing the web on AOL? Looking further into the future—say 20 years from now—if younger generations revisit Live Aid 2 on the internet, how many will still recognize Nokia or AOL? And in 40 years, will YouTube, TikTok, or the iPhone be as essential to their lives as they are to ours today?

***Investing is a long-term endeavor.*** While it's difficult to predict exactly what the world will look like in 20 or 40 years, it is possible to gauge the pace of change in certain areas—think of the relative stability of soda compared to the rapid evolution of digital technology.

Finally, *longevity doesn't always guarantee peace of mind for investors*—consider the fate of Kodak. In today's fast-moving business environment, technology is woven into almost every aspect of life. **That's why continuous innovation and a customer-centric approach are key qualities we seek in a corporate management team.**

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