



RELEASE

Financial Horizons Group launches online resource to help advisors navigate uncertain times

Kitchener, ON, April 29, 2020. . . Financial Horizons Group (FHG) has introduced a new public website called [TrustedAdvice.ca](https://www.trustedadvice.ca) to make it easier for advisors to access the answers and the resources they need now. The website is a trustworthy resource to help advisors manage through turbulent times caused by COVID-19.

“The idea for TrustedAdvice.ca was to provide independent advisors with the right tools for right now,” said Nick Pszeniczny, President & Chief Executive Officer, FHG. “We know that our advisors are receiving so many emails from across the industry. We also know that our advisors have clients who are uneasy, who are asking questions, and who are seeking guidance. It was important for us to bring cohesion – to create a trusted resource for our advisors with current and relevant information.”

FHG has updated the site daily since its launch on April 15, 2020, which has not gone unnoticed.

Réal Latulippe, an advisor who operates out of Sherbrooke and Montreal in Quebec, stated, “The site is ideal for the present situation. It isn’t overwhelming, and has diverse, relevant content. The fact that it is updated daily means that it is a reliable resource, one that is essential to my practice.”

Kevin Harold, a Winnipeg, Manitoba advisor said, “The new TrustedAdvice.ca site is a great resource for the many questions our industry is facing during these unprecedented times.”

While TrustedAdvice.ca is making a difference for advisors who partner with Financial Horizons Group, Pszeniczny also wanted to make clear that the website is accessible for everyone. “The new website doesn’t require you to log in. All of the information is available, right away. We wanted advisors across Canada to be able to support their clients in making informed decisions. This is what we are all about.”

Financial Horizons Group is determined to build upon the early success of TrustedAdvice.ca and is actively working with industry partners, independent advisors, and other thought leaders to share ideas and expertise that is relevant in today’s financial climate.

About Financial Horizons Group:

Financial Horizons Group, which was acquired by Canada Life in spring 2017, is an independent financial services company, including a large Managing General Agency (MGA), which provides life company products and services to over 6,600 independent advisors across Canada. Headquartered in Kitchener, Ontario, Financial Horizons Group has offices in communities across Canada.

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