

GLENN STEWARDSON CFA, CFP

financial planning advisor

Assante Capital Management & The Donor Motivation Program, Halifax, NS

24 years as a wealth management professional, 10 years in charitable planning

“There’s magic in giving”

“Philanthropy is the guiding light of my business”, says Glenn. “I’ve moved away from the idea of being a financial advisor who can help people into retirement, grow their assets and make sure that they don’t run out of money, to an advisor who spends his time actively looking at opportunities to help clients make an impact on their community, and support them and help them with creative ways to make that happen. When we change our mindset of what we’re actually supposed to be doing for clients, that’s where the magic happens.”

Glenn’s tips for starting the conversation include zeroing in on taxes. “If you get the opportunity to look at a client’s tax return, (and by the way, all advisors should be doing that) this is what you look for: Do they have capital gains? Are they triggering capital gains? Do they have dividends, which means they have stocks that are outstanding? And finally, do they give charitable donations? There are the things to look for.” Then he zero’s in on the “important” stuff.

Glenn credits his love of his work largely to philanthropy. “I get to have a conversation with them that doesn’t have anything to do with ‘the markets’ or their rate of return. I get to talk about their impact, I get to talk about their desired legacy, I get to talk about things that are outside of their portfolio returns. I like that part of it. I really enjoy having a deeper conversation with clients about what they care about and just opening up to their potential impact, what they want, or what it could be in the world. So that’s fun.” It’s also good for business. “In my experience, some of the most successful business owners and some of the most successful advisors are the ones that are focused on charitable giving. The more we help our clients to give away, the better they feel.” How does Glenn feel when a donor gives away money that he is managing? “If \$100,000 comes out of their portfolio, then the magic of “the more you give the more you get” concept is that somehow I will end up getting another client, another referral, another cheque, another deposit - something else will make up multiple times for that dollar loss to the books.”

