



A TEAM APPROACH TO YOUR FINANCES

Assante Hydrostone approaches your financial health as a complete plan, and advisors work as a team to ensure you get more.

By **Lori McKay** Photos **Bruce Jollimore**

A great reputation is built through great work. And with great work, comes growth. Six years ago, a group of financial planning advisors combined three Halifax and Dartmouth offices to form Assante Hydrostone at 5548 Kaye Street. This summer, the business expanded their office space to accommodate new advisors and office staff.

"We originally came together here at this location to bring everybody under one roof," says Stephen Doane, Branch Operations Manager. "Since that time, our team has grown considerably."

Offering a full range of financial planning services and solutions, Assante Hydrostone advisors work closely with other members of each client's financial team — such as their accountant and lawyer — to combine the individual pieces together to form a complete wealth management plan.

"Often people go to financial advisors for investments, but we offer a lot more than that," says Doane. "We're not only about investment planning, but also estate and insurance planning, full financial plans, looking toward retirement ... we're about bringing them all together for the individual or family. That's what we do. That's what we focus on. We dig in a little deeper than others and that's what sets us apart."

Senior Financial Advisor, Assante Capital Management Ltd. Richard Nickerson says there is a lot of synergy in the office, which benefits clients in various ways.

"We have a collection of advisors with diverse backgrounds. For example, we have a chartered accountant, we have an advisor that focuses on charitable gift planning —there's a lot of cooperation in the branch. If something's outside your area of expertise, you can lean on the other advisors for assistance and advice," says Nickerson.

The Assante Hydrostone location is home to 48 staff, including six operational staff. There are also six sub branches throughout the province, with another 14 employees.

Following extensive renovations, Assante Hydrostone now has 12,500 square feet of office space, including a large, modern reception area at street level, a second boardroom, additional offices, and supplemental meeting spaces. The space allows for easier operations and a more comfortable environment for clients. ■



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