

A DAY IN THE LIFE



Jay Mallari, BA, QAFP[™] Professional
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“The best part is when I hear a client tell me they’ve saved enough to buy a home. I know I’ve helped them achieve that dream, in a tough market.”

- Jay Mallari

Jay Mallari, QAFP[™] : The Heart to Help

When Jay Mallari, QUALIFIED ASSOCIATE FINANCIAL PLANNER[™] professional, finished the last exam of his Finance Degree at University of Toronto (UofT), he went straight home.

Not to his parents' place in Toronto, where they had lived since emigrating from the Philippines a decade earlier. Instead, he went straight to Pearson Airport and boarded a flight bound for his childhood home in Asia.

There, bursting with a new grad's confidence, Jay started his first business, in currency trading.

For over a decade, he was up at 3:00 a.m. with the London markets, switching gears to the Asian markets at 6:00 a.m., following the markets around the world while living his dream in Asia.

He didn't plan on being a professional financial planner—didn't even see it on the horizon

“I'm an entrepreneur. I didn't like the idea of a business where my stock gets stale or goes out of fashion, though. So finance made sense.”

After 12 years of success in finance in Asia, Jay brought his young family home to Toronto.

Despite his success in Asia, a Canadian job search was disheartening

Jay's story will be familiar to many new Canadians. His finance degree from UofT and experience building a successful finance business in Asia

got him interviews. The problem: no Canadian experience.

He hadn't considered a financial planner role. In fact, he didn't even apply to it. Sun Life reached out to him, after seeing his resume on a popular job seekers' site.

When Jay attended Sun Life's information session, he thought it sounded too good to be true – but it wasn't

His first role, as an independent advisor with Sun Life, lasted 16 months. His manager, who's still his mentor, saw his potential.

Jay moved his family out to Vancouver, BC, where he managed a Sun Life financial centre. There he took on the challenges of recruiting and mentoring a team of advisors. In 2020, the team ranked third in the country at Sun Life.

Now Jay's an advisor again. He and his business partner, who are contracted with Sun Life, run Cambria Financial Solutions, their own financial services firm.

Technology has made this a mobile job – and opened up new possibilities

“A handshake isn't enough anymore. You've got to be on social media. You've got to be able to connect virtually and you have to keep learning new ways to use technology.”

“However, it also means I can do my job from anywhere now. As long as I'm licensed, I can serve clients anywhere, too. The possibilities are enormous.”

Having the QUALIFIED ASSOCIATE FINANCIAL

PLANNER™ certification from FP Canada opens doors, too. It allows Jay to service a broader market of Canadians with financial planning strategies and solutions.

The QAFP™ certification demonstrates a financial planner's competence and commitment to the highest ethical standards of responsibility.

Cambria Financial Solutions has a portfolio of about 1,500 households across five provinces, and growing

On a regular day, Jay's talking to about six existing clients.

"You can't just create a plan for a client and leave it. Regular updates are a big part of the job. Either the financial world is undergoing change, or clients have life changes to incorporate in their plan."

Clients know Jay is knowledgeable, and that he's dedicated to this job

Jay's QAFP certification is one reason for their confidence in him. It's an important differentiator for clients, but in particular, for new Canadians.

"Having the QAFP certification, with these clients, and all clients, gives you instant credibility."

For Jay, relationships are the key to success, but they're also the reward of this job

"When I started out, I had a hammer and everybody's problem was a nail. I was concerned with the immediate solution to their problem. Then I realized, the real potential is in helping people. So I started applying myself to educate my clients."

He's never advertised. He's built his success on referrals. And, when asked what makes a good financial planner, his reply is simple. "The same thing that makes you a good husband – listening."

"I've learned that it's not about making the instant sale. In fact, don't try to close on the first meeting. If you listen first, you'll find you're more successful in the long run."

The story that Jay hears from many clients is similar to his own

The clients Jay works with typically fall into three categories: small business owners, young families and new Canadians.

The third category is a natural fit, given his own immigrant experience and his desire to help people with financial education.

"New Canadians often don't know

what a Registered Retirement Savings Plan (RRSP) or Tax-Free Savings Account (TFSA) is and what it can do for them. They didn't grow up where insurance is an expectation." They may be working multiple jobs to make ends meet or send money back home.

The reward comes when they call to tell him of their successes

"The best part is when I hear a client tell me they've saved enough to buy a home. I know I've helped them achieve that dream, in a tough market."

Clients have great things to say about him. "Planning for retirement and/or the unexpected can be unsettling. Prior to meeting Jay, finding a trusted source for information on insurance, retirement and estate planning was challenging as I always felt like I was being 'sold' on a product as opposed to being provided with a service. Jay and his team not only provided a wealth of knowledge and incredible attention to detail, but also offered support and guidance as if they were family," says one long-term client.

What's Jay's secret to success?

Jay loves what he does. And he's learned an important lesson over the years. "You only succeed as a financial planner if you've got the heart to help. Get into the job to help people and the success will follow."

QUALIFIED ASSOCIATE FINANCIAL PLANNER™ Certification

QAFP™ certification is a great way to start your career in financial planning. Offered by FP Canada, QAFP professionals have demonstrated the knowledge, skills, experience, and ethics to understand their clients' everyday financial planning needs and provide holistic financial advice for Canadians that fits their diverse lives and supports their goals. This certification can also be a stepping stone to CERTIFIED FINANCIAL PLANNER® certification. This is **where confidence begins**.

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