Why Choose Verecan Group?

At Verecan Group, we don't just provide financial solutions; we challenge the status quo of Canada's financial services industry. Our commitment is simple: eliminate conflicts of interest, prioritize transparency, and ensure that your financial success aligns with our own. **Here's why you can trust us to guide your financial journey:**

1 Unbiased, Conflict-Free Advice

Unlike many in the industry, we don't sell products with hidden incentives or push clients toward decisions that benefit anyone other than the client. We've built our business model to avoid conflicts of interest in our client relationships. We believe financial advice should be about you, not us.

2 A Track Record of Integrity

Our team of licensed portfolio managers is held to the highest regulatory standards in Canada. Becoming a registered portfolio manager is not easy. It requires not only relevant education and industry experience but also rigorous adherence to the ethical and professional standards set by provincial securities regulators and years of training and supervision before garnering the title. We've earned our credentials and built a reputation for transparency, integrity, and doing what's right.

3 Personalized Financial Solutions

We provide products or investments in a way that is designed to meet your unique financial goals, ensuring disciplined, diversified strategies that stand the test of time. When it comes to investment management, we don't chase trends or attempt to predict the future — we focus on what's controllable: products designed to work for you, a well-constructed portfolio that works in your favor regardless of market conditions. When we're working to meet other financial needs, such as insurance or mortgage products, we find the brokered solution that works best for you in the long-term instead of the model others use that leave advisors with limited options and a pay structure that means they may be swayed by their own short-term personal gains.

4 Clarity in Communication

Finance shouldn't be overwhelming. We believe in straight talk, not jargon. With Verecan, you can expect clear, easy-to-understand explanations and solutions that demystify the complexities of financial service. We're here to be a trusted partner, offering advice as a knowledgeable friend would.

5 Disrupting an Industry

From the beginning, we've been "annoying the competition" by refusing to play by the old rules. We're not just in this to sell something or make a commission; we're here to ignite real change in how Canadians experience financial services. From our irreverent take on industry norms to our ethical approach, we're committed to shaking up the way things are done. Sometimes we see things that really make us mad, we try to point those out to our clients and friends.

6 Proven Process & Client-Centric Approach

We take the time to deeply understand your financial situation, goals, and risk tolerance before crafting a strategy that's built for long-term success. You'll never have to worry about conflicting agendas — our focus is always on your financial well-being.

Ready for a new kind of financial partnership?

Join the growing number of people who have found a home at Verecan Group.

VERECAN
GROUP OF COMPANIES

TalkToUs@verecan.com
1-800-782-2345 | verecan.com

Disclaimer for Verecan Group of Companies

Verecan Group of Companies includes Verecan Wealth Inc., Verecan Mortgage Services Inc., and Verecan Capital Management Inc. Each entity operates independently and offers distinct services. Please review the following important information regarding the specific services provided by each arm of our business.

Verecan Wealth Inc.

Verecan Wealth Inc. is a licensed provider of insurance products, fee-based financial planning, and tax preparation services. All insurance services are offered through licensed representatives in the respective jurisdictions. The financial planning and tax services provided by Verecan Wealth Inc. do not include investment advisory services, which are solely provided by Verecan Capital Management Inc. Financial planning services may include recommendations of third-party products and services, which may have separate costs or disclosures. Insurance products are subject to the terms and conditions of the respective provider and are not guaranteed by Verecan Wealth Inc. Verecan Wealth advisors are not paid by commission and do not receive any payment from vendors.

Verecan Mortgage Services Inc.

Verecan Mortgage Services Inc. is a licensed mortgage broker offering mortgage services in accordance with provincial regulations. Mortgage products are subject to qualification and approval by third-party lenders. The rates and terms offered are not guaranteed and may vary based on market conditions and individual client circumstances. Please note that mortgage services offered by Verecan Mortgage Services Inc. do not constitute financial advice or investment advisory services. Powered by Concierge Mortgage Group #12179, a network partner of Mortgage Intelligence. Verecan Mortgage Services Inc. agents are not paid by commission and do not receive any payment from vendors.

Verecan Capital Management Inc.

Verecan Capital Management Inc. is a registered portfolio manager in Canada and provides discretionary investment management services. We are regulated by the provincial securities commissions in the jurisdictions where we operate, and we strictly adhere to the requirements set forth by the regulatory authorities under which we operate. Please be advised that past performance is not indicative of future results, and all investments carry risks, including the potential for loss of principal. Investment services provided by Verecan Capital Management Inc. are available only to clients who have entered into a formal agreement with the firm. Portfolio Managers are not paid commission, do not receive payment from vendors, and are invested according to their own risk profiles in the same portfolios as our clients.

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