

# Our Client Commitments

Here are the promises we make to you (*formed over decades of industry experience*):

- 1** **We will always** manage your money as if it was our own – and we don't take unnecessary risks with our own money.
- 2** **We will never** claim to be able to time markets.
- 3** **We will always** ensure you understand what we are saying.
- 4** **We will** return your phone calls and emails promptly.
- 5** **We will always** report your performance net of all fees.
- 6** **We will always** disclose how and what we charge you.
- 7** When comparing our performance to benchmarks, **we will always** use the appropriate benchmark and include dividends.
- 8** **We will** manage your capital rationally.
- 9** **We will never** discuss or use terms like “macro,” “tactical,” “sector rotation” or “absolute return.”
- 10** **We will never** chase the most recent investment trend
- 11** **We will** charge fair fees; not the fees we think we can get away with.
- 12** **We will never** use the term “risk-adjusted” to justify poor results.
- 13** **We will never** use Greek letters to explain our approach or rationalize our returns.
- 14** **We will never** tout illiquid investments as if they are “less risky” just because they are private.
- 15** **We will never** launch new products simply because a sector is “hot.”

Please contact us today at [info@gfiic.com](mailto:info@gfiic.com) to learn more.

Please contact us for more information at:

**GFI**  
45 St. Clair Ave. W., Suite 1000  
Toronto, Ontario, M4T 2T5  
Tel: 416.488.8825  
Toll-Free: 866.955.5300  
Email: [info@gfiic.com](mailto:info@gfiic.com)