



FOR IMMEDIATE RELEASE
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PEAK now present across Canada with its registration in Saskatchewan

MONTREAL, Quebec – PEAK Financial Group is pleased to announce that it is now registered in Saskatchewan making it one of the largest Canadian financial independent service providers from coast-to-coast. In the past few years, PEAK has successfully attracted top performing offices and planners in western Canada such as Caplan Beebe and Associates, Solguard Financial Ltd., as well as Jim Carta and Gord Milsom with Permanent Financial. PEAK now boasts a strong presence in both eastern and western Canada. It is one of the only integrated mutual fund, securities, and insurance dealers across Canada which has remained independent of any ownership ties with product manufacturers.

“Our independent ownership fills a void for many planners seeking access to all products and platforms that we can offer,” states Robert Frances, President & CEO of PEAK. Edmonton-based Alan Caplan, who uses PEAK’s back office services adds; “I keep hearing how all the consolidation in the financial services industry has trapped a lot of good people in restrictive situations they never imagined. We’ve avoided that. With PEAK, we’ve been able to maintain our independence as professionals. It’s meant the freedom to operate in the best interests of our clients without having pressure to opt into some esoteric branded corporate culture or philosophy, which may not be ours. PEAK’s Saskatchewan registration completes a branch network coast-to-coast with a full western provinces complement. When clients move from Alberta we know we’ll have competent people to take care of them anywhere in the country.”

PEAK’s award winning technology has served to ease transitions and attract top talent such as Kelowna’s Gord Milsom, who now co-runs a PEAK branch in Kelowna under the Permanent Financial banner. Milsom, who joined PEAK this past summer after being recognized as a top branch manager in another dealer network for several years in a row, states, “As a CFP, I help my clients develop a plan for managing their money. Part of that plan is a recommendation of appropriate savings and investment vehicles. It is important that, as planners, we are independent of product manufacturers so that we are never in a conflict of interest as to which investments we recommend to our clients. PEAK has demonstrated to me the principles of independence, integrity, and commitment and I look forward to a long term relationship with them.”

Established in 1992, the PEAK Financial Group comprises PEAK Investment Services Inc., PEAK Securities Inc., PEAK Insurance Services Inc., and PEAK Financial Services, Inc. It is one of the fastest growing, privately-owned providers of financial services in Canada. Registered in most provinces, PEAK represents more than 350 advisors and representatives who serve over 50,000 Canadians. With assets under administration of over \$2.2 billion, PEAK continues to be the dealer of choice for independent financial planners and investment and insurance advisors.

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