

# 10 QUESTIONS FOR KRISTA KERR

**Back in the 1970s, Krista Kerr's father realized there was** a new industry opening up around personal financial advisory services. He took his knowledge of taxes and estate management, left the big firm, and became an early personal financial advisor. Since then, Kerr Financial has generated an extremely solid reputation that Krista carries on today. Between her duties as the firm's CEO, the editor of *The Only Retirement Guide You'll Ever Need* and a member of the boards of the National Ballet of Canada, she took a few minutes to answer Ten Questions.

## 1 What do you love about the industry?

I love that the work is constantly challenging and that this knowledge is used in a personal way to help clients optimize their family success.

## 2 What are you concerns about the industry?

More and more people are entering the family office and high net worth space, and I am not sure that all of them understand the depth of knowledge required to really serve this client segment well.

## 3 What kind of client do you love?

The ideal client is looking for a partner to help them manage all their family's financial needs. They have a complex situation that benefits from good tax planning. They have a level of assets that benefit from a best-of-class, multi-manager investment approach. They also have the desire to sustain family wealth.

## 4 Is there one client who stands out in your mind?

I think of a few clients who are business owners or senior executives who have had liquidity events and are now focused on stewarding the wealth they have built for the benefit of future generations.

## 5 If you weren't an advisor, what would you be doing?

Some of my most rewarding experiences have been on boards of charitable organizations. I am not going to magically develop the singing or dancing talent that would allow me to perform for a living, so I would probably pursue a role helping families

connect with charities or as executive director of a charitable organization.

## 6 What is your favourite thing to do outside the office?

Other than taking my dog out to play in the local dog park, my favorite thing is to enjoy enriching cultural experiences. I love getting lost in an amazing dance or theater performance or in a beautiful piece of visual art.

## 7 What is the one time you really went out of your way to help a client?

One day years ago, we had an instance where a financial institution failed to transfer a regular monthly amount to a client's bank account on time. The client called my father from the grocery store, concerned that they had no funds. My dad cleared his schedule, went to his own bank and withdrew cash, went to the grocery store and paid for the groceries, and then took the client home to help her unpack. It wasn't enough to have the transfer corrected – which we, of course, worked to do – but my father went out of his way to make things right.

## 8 What keeps you going?

I am intellectually curious and love to learn new things and use these skills to solve complex problems for clients. I am genuinely interested in people, and I like connecting with clients and taking care of things for them. I am driven to continue our family legacy and carry on the tradition my father started in the 1970s.

## 9 What are your own retirement plans?

I think if you love what you are doing, you don't look forward to a retirement where you stop working. You look forward to doing more of what you love.

## 10 What's the best part of the job?

I love drawing on my knowledge and the work of our different departments to create solutions that truly help clients. I love that I have strong personal relationships with clients. **WJ**

