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**To:** <jointforum@fsco.gov.on.ca>  
**Date:** Sat, Sep 29, 2007 6:56 AM  
**Subject:** Fund facts (Point of sale disclosure)

I was on the Ontario securities commission website and was researching segregated funds. I absolutely believe it is imperative that the public be provided with all of the essential information they need to read BEFORE they make their purchase. FULL disclosure is essential so that people can make educated decisions and are sure they understand what they are buying into before they buy into it.

Some of the #'s and promises of roi can be dazzling but people need to know what the potential downside is as well. It has been my experience until I read "The Naked Investor" that people don't ask enough questions and advisors are not forthcoming or transparent enough to enlighten people as to what the associated costs are for buying these investment vehicles. There is what we know, what we don't know and what we don't know that we don't know. I am learning every day and believe it is incumbent upon me to do so. As Canadians we often hand our hard earned after tax dollars over to an advisor, close our eyes, cross our fingers and hope for the best. We don't even know how much those investments may be costing us annually because advisors don't tell us. As John Lawrence Reynolds states in his book "MER charges have been compared with the death of a thousand cuts, leaving you (or in this case, your RRSP portfolio) bleeding almost unnoticed." It is time we all got educated and I believe the education should be provided along with the opportunity to invest.

Lori Smyth

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