

Welcome to our session today – and thanks very much for coming. Our talk today is about how everyday banking advice can help you reach your financial goals.

So let's get started...

## Everyday banking advice

### Four key strategies

1. Lower your banking fees
2. Choose the right credit card
3. Set up a budget
4. Make saving automatic

We're going to cover four advice areas – and you'll see how taking a few simple actions can save you money and put you further along the path to achieving your goals. We'll be focusing on ways to:

1. Lower your banking fees
2. Choose the right credit card
3. Set up a budget
4. Make saving automatic

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## Lower your banking fees

Four ways to bank for less

1. Choose the right account
2. Consolidate accounts
3. Get overdraft protection
4. Bank online or by phone

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Let's start by looking at ways to lower your banking fees. Your bank account is really the foundation for all of your financial affairs, so it pays to get the right account with the right services at the most cost-effective rate. That means:

1. Choosing the right account,
2. Consolidating accounts, so that you're not paying unnecessary fees,
3. Getting overdraft protection to avoid NSF charges and the hassles of re-issuing payments and
4. Taking advantage of banking online or over the phone.

We're going to discuss each of these strategies in turn.

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## Lower your banking fees

### Choosing the right account

- A variety of accounts to meet your banking needs
- Take stock of services/features you need
- Compare accounts online

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There are many types of bank accounts available, each designed with a different purpose. Some are designed for day-to-day banking, like withdrawing cash for pocket money and paying bills, while others are designed for more all-inclusive banking needs.

When choosing the account or account package that's right for you, think through the features that you use the most – debits, chequing or any other banking services. Then look for an account package that covers your key areas of banking for a single cost-effective fee.

An easy place to start the account selection process is online, where you can compare accounts and then use the Account Selector tool at <http://www.rbcroyalbank.com/accountselector>

Ensure you also have a companion savings account to maximize your savings.

# Account Selector tool

**Account Selector**

1 About You      2 Recommendation

Answer a few questions and we'll recommend an account which saves you money and meets your needs<sup>(1)</sup>:

**Tell Us About Yourself:**

What is your age?       Under 19     Between 19 and 60     Over 60

Are you a full-time student?       Yes     No

**Get a Recommendation**

**Enter your banking information to get a personalized recommendation**

I want a personalized recommendation based on my own banking activity and options. Best option to show your true personalized savings.

**For a general recommendation select the scenario that best matches your banking activity**

I would benefit from an all inclusive package that covers all my banking needs for one monthly fee. My current activity involves a high number of transactions, more than one account, frequent use of other bank's ATM machines, rewards credit card with an annual fee, and other bank services like overdraft protection, safety deposit box, and occasional money orders.

I would benefit from a banking account that includes unlimited transactions and much more - for one low monthly fee. I currently have a lot of transactions going through my account - ATM use, debit card purchases, personal cheques, and transfers or bill payments online or over the phone. Sometimes I also use other bank's ATM machines. I have a credit card with an annual fee, and I value having overdraft protection.

I need a banking solution that offers unlimited transactions. I currently make a lot of transactions - using my bank's ATM, debit card purchases and transfers or bill payments using online or telephone banking.

My banking needs are very simple. I make fewer than 15 transactions a month, and need a basic account that offers value and convenience.

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Based on your answers to a few simple questions about your banking habits, the Account Selector tool can help you identify the account that best meets your everyday banking needs. It also shows you how much money you can save by switching to the right account.

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## Lower your banking fees

### Consolidating accounts

- Eliminate unnecessary fees
- Joint accounts for joint goals
- Easier to manage
- Companion accounts for savings

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Another key cost-cutting measure is to consolidate accounts if you have more than one. This is often the case with couples who carry their individual banking patterns into a long-term relationship – and continue to bank separately even if they now share many joint goals and assets.

If you are paying fees associated with more than one account, consider streamlining your personal accounts to a single banking package if possible.

One of the key benefits is a reduction in your banking fees. Because monthly banking fees typically apply separately to each individual account, the more you can consolidate accounts, the more you'll save. If you have a spouse or partner, a single joint account also helps provide a clearer focus to your shared goals. Or look for an all-inclusive banking package that includes multiple accounts with fees waived.

The other main advantage is the ease with which you can track your cash flow and manage your money. With a consolidated bank account, you always know how much money you have on hand and are less likely to run into issues such as charges related to non-sufficient funds.

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## Lower your banking fees

### Overdraft protection

- Easy to set up
- Eliminate NSF charges
- Protect your credit rating

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Another banking charge that many people incur unnecessarily is a fee for non-sufficient funds, more commonly known as NSF charges. These charges are not cheap – and also carry the possible embarrassment of a failed payment and potential damage to your credit rating.

An easy and very cost-effective solution is to add overdraft protection to your account. Or look for an all-inclusive banking package that includes overdraft protection.

Overdraft protection covers you, up to a pre-set amount, if your account is overdrawn. There's no cost to putting it in place, and you pay interest only on the amount overdrawn until you deposit enough to cover it.

Overdraft protection is an easy way to gain peace of mind if you experience periods of tight cash flow – and it ensures that your payments are processed and that there's no negative impact on your credit rating.

## Lower your banking fees

### Banking online or by phone

- 24/7 access to your accounts
- Transfer funds, pay bills, monitor your account
- Save by paying multiple bills at the same time
- Easy and secure

One final way to lower your banking fees is to move to electronic banking, whether online or by phone. With access to your accounts anytime, it truly is the most convenient way to bank.

Many everyday transactions can be conducted quickly and easily online or over the phone, sometimes for less than going to an ATM or a branch. This includes fund transfers between accounts, paying bills and monitoring all of your account activity. And with the multiple bill payment feature, you can pay up to ten bills at once – all for one banking transaction fee.

Banking online or by phone is a great way to keep fees low and convenience high – all within a totally secure banking environment.



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## Choose the right credit card

Credit Card Selector tool

- Wide range of cards
- Match card to credit needs
  - How will you use it?
  - Are you looking to earn rewards?

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Your choice of credit card is another banking area that deserves some attention.

Credit cards not only provide a convenient and safe way to pay for purchases, they're also an excellent way to track spending. The key is to use credit wisely and to match your credit needs with the card that best meets them. The right card can save you a lot of money.

For example, a low-interest-rate card is perfect for someone who carries a monthly balance. But for someone who pays their balance each month and wants to earn points to redeem towards future travel or other rewards, a card with a reward program might be a better choice.

## Credit Card Selector tool

**Credit Card Selector**

**1 My Credit Card will be:** **2 I'm looking for:** **3 With these features:** **4 Recommended Credit Cards:**


Personal  
 Business  
 Student

Travel Rewards and Insurances  
 Rewards  
 Low or No Annual Fee  
 Low Interest rate  
 Cash Back

Free Gas  
 Rewards  
 Low Interest Rate  
 Cashback

**1**  
Credit cards match my criteria.

**My Top Recommended Card:**

Card	Interest Rate	Annual Fee	Card Overview	Compare
 Apply Now >	11.99%	\$20	<ul style="list-style-type: none"> <li>Value, convenience, and a low interest rate</li> <li>Save when you carry a balance on your card</li> <li>Free additional card</li> </ul> <a href="#">Learn More</a>	<input type="checkbox"/>

The online RBC Credit Card Selector tool takes you through the selection process and then lets you view specific card features to help you find the right card. It takes only a few minutes and helps you choose the card that best meets your financial needs. You can find the RBC Credit Card Selector tool online at the RBC Advice Centre under Top Tools & Calculators.

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## Set up a budget

Online tools make it easy

- Create awareness of:
  - How little things add up
  - How much you can save
  - Where your money goes
- RBC Royal Bank® tools are free and easy to use
  - Spend-o-meter
  - Savings Calculator
  - *myFinanceTracker*

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So we've covered accounts and covered cards – let's look at spending.

If there is one phrase that sums up the path to better financial health, it would be “manage spending, increase saving.” And that's what our suite of online financial tools is designed to help you do.

Our Spend-o-meter tool helps build your financial awareness by showing you how the little things in life can add up to big expenses each year.

Our Savings Calculator makes it is easy to figure out what you need to set aside each month to achieve your savings target for a particular goal.

And *myFinanceTracker* is a powerful tool that lets you budget your expenses and then automatically track your spending in each category based on your RBC debit and credit purchases.

Even better, these tools are all free and very easy to use. Let me explain a bit more about how each of them works...

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## Where does the money go?

### Spend-o-meter

- Small changes in spending habits can add up to big savings

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Ever wonder where your money goes? You're in good company if you aren't sure, as it's often the small purchases that trip us up – money that just seems to disappear into thin air.

The Spend-o-meter tool helps you see how much money is slipping through your fingers on a daily basis in small-ticket items like fancy coffees and lunches out – and how small changes can make a difference in your savings.

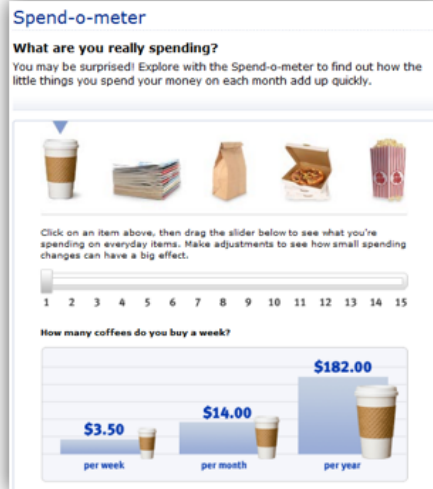
The Spend-o-meter can be found on the Savings Spot, under Tools & Calculators.

Visit [rbc.com/savingsspot](http://rbc.com/savingsspot)

**Note to the presenter: this is the URL for the spend-o-meter for reference :**

<http://www.rbcroyalbank.com/savingsspot/spend-o-meter.html> )

## Spend-o-meter tool



The Spend-o-meter tool calculates how much you can save each year by changing a few common spending behaviours. For example, you may be surprised to learn that buying your lunch just twice a week instead of every day could generate enough savings to pay for a vacation south next winter. That's a big impact for a small change!

## How much could you save?

### Online Savings Calculator

- What is your goal (e.g., car, vacation)?
- How much can you set aside and how often?
- How much interest do you expect to earn?

### MyAdvisor

- Personalized advice (access to a specialist – book an appointment in branch or virtual)
- Tool personalized to your goal and accounts to show if you are on track

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While the Spend-o-meter can show you how simple lifestyle changes can free up money you didn't know you had, the online Savings Calculator can show you how these savings can grow over time.

The calculator asks you to identify your goal and input your savings details. The calculator then shows you how long it will take to reach your goal.

## Online Savings Calculator

### Savings Calculator

**The easy way to reach your goal – your way.**

In three easy steps you will be well on your way to achieving your goal.

**How do you want to get there?**

> I have a  
**FIXED AMOUNT**  
to contribute

> I have a  
**TARGET DATE**  
for my goal



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The calculator works in reverse, as well. Simply determine your savings goal, target date and assumed rate of return, and it will tell you how much you need to set aside on a bi-weekly or monthly basis in order to reach your goal.

The calculator can be found online at the RBC Advice Centre under Top Tools & Calculators.



Feedback

MRS ETHREE RCHANNELS

Sign Out

Products & Services My Accounts Customer Service

November 7, 2016

Accounts Summary

Welcome, Ethree

Alerts (22) Messages eBills Documents Offers Print

Bank Accounts

Open a Bank Account

RBC Day to Day Banking™	Chequing 02342-5240551	\$1,000.00
RBC Day to Day Banking™	Chequing 02342-5240569	\$1,000.00
RBC Day to Day Banking™	Chequing 02342-5240619	\$1,000.00
RBC Day to Day Banking™	Chequing 02342-5101308	-\$80.50
RBC Day to Day Banking™	Chequing 02342-5240585	\$1,000.00
<b>Total:</b>		<b>\$3,919.50</b>

Investments

Go to My Advisor

Purchase an Investment

RBC Investment Advantage Account RRSP	RBC Investment Advantage Account RRSP 500484910	\$50,893.07
RBC Investment Advantage Account RRSP	RBC Investment Advantage Account RRSP 500486097	\$39,960.30
RRSP	RRSP 500508585	\$1,000.00

**Quick Payments & Transfers**

From: Chequing 02342-524055

To: Select...

\$ 0.00 CAD

Submit

Pay Bills & Transfer Funds

Pay Multiple Bills

Payment History

Transfer Money Cross-Border

Manage Postdated Transactions

Manage Payees

More Payment Options

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## G., let's start with your future goals.

*We're asking because ...*

Identifying what's important to you helps us understand your financial picture. Whether you call it a goal, a milestone, a nest egg or a bucket list, we're all saving for something.

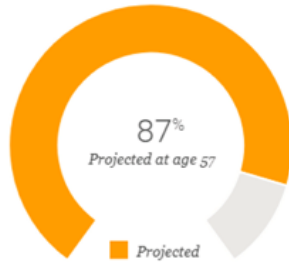
### What are you saving for?



[Back](#) [Next](#)

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## ! Retirement



### Your goal needs some attention

If your contributions stay as is, you're projected\* to receive approximately **\$4,741.57/month** at age 57. That's 87% of your \$5,450.083/month goal. See below for tips on how to improve this projection.

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## Manage your finances

*myFinanceTracker*

- Automatically categorizes expenses
- Track progress on budgeted amounts
- Provides instant analysis
- View all bills, transactions, balances

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*myFinanceTracker* is a free online tool available to all RBC Royal Bank Online Banking customers. It automatically tracks and categorizes the transactions you make with your RBC credit and debit cards, giving you a clear picture of how you're spending your money. You can set up a budget in minutes and track your progress on an ongoing basis.

For example, once you set up your budget amounts, *myFinanceTracker* automatically categorizes your expenses so you can easily see whether your spending is within budget or over. You can find the *myFinanceTracker* tool easily within RBC Online Banking.

The screenshot displays a banking dashboard for a user named David Scott. The page is organized into several sections:

- Bank Accounts:** Shows a "RBC Signature No Limit Checking" account with a balance of \$306.64.
- Credit Cards:** Lists three cards: two Visa cards and one U.S. Dollar Visa Gold card, with a total balance of USD \$155.00.
- Investments:** Shows an "Investment Account" with a balance of \$137,905.50 and an "RBC Direct Investing Practice Account" with a balance of \$137,905.50.
- Lines & Loans:** Includes a "Mortgage" section with a promotional message about RBC Rewards points.
- myFinanceTracker:** A section for tracking financial goals, currently showing "No data is currently available to render this chart."

On the right side, there are utility sections:

- Quick Payments & Transfers:** A form to send money to another account.
- My Services:** Links to account services, profile management, and other accounts.
- Need Help?:** A search bar for assistance and a "Top 3 FAQs" link.

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# myFinanceTracker

Always know what your money's doing.

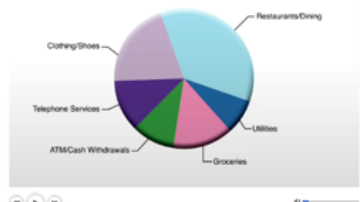
Coffee 

Introducing myFinanceTracker – Expense Tracking, Budgeting and Saving Made Easier

Explore Features: myFinanceTracker FAQ

**View Screens**

-  Expense Analysis
-  Transactions
-  Manage Budget
-  Budget vs. Spending
-  Financial Calendar



41 00:34:00:53

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This lets you easily track expenses and manage the budget process. You can even set alerts to warn you if payments are due or balances are low.

The financial calendar feature also lets you view all of your bills, transactions or RBC Royal Bank account balances for the month at a glance.

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## Make saving automatic

Pay yourself first

- The 10% rule
- Channel money for different goals
- Set up regular transfers
  - RBC Save-Matic™
  - TFSA-Matic®
  - RSP-Matic®

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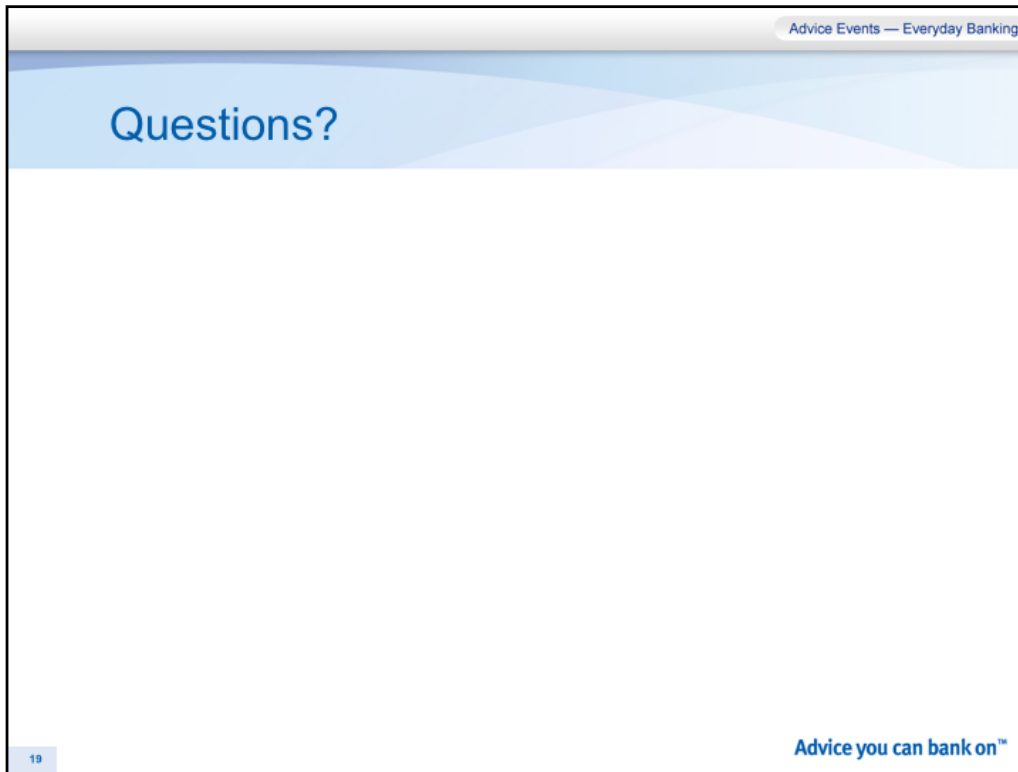
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Nothing will get you closer to your future financial goals than a commitment to building your savings. And the easiest way to put a plan into action is by making it automatic – having amounts transferred regularly from your chequing account to your savings or investment accounts.

RBC offers a number of different automatic savings programs. Our Save-matic tool lets you channel money from your chequing account to an RBC High Interest eSavings account. TFSA-Matic provides the same convenience, but savings are contributed to your Tax Free Savings Account. And for retirement, RSP-Matic makes it easy to contribute money to your Registered Retirement Savings Plan. With any of these programs, you never have to think twice about your commitment to saving.

To ensure saving for the future receives the priority it deserves, consider targeting 10% of after-tax income for future savings. With your money contributed automatically at regular intervals, you'll be amazed at how little you miss the amount you're setting aside – and at how quickly your savings will grow.

Another great feature of these programs is that they are all completely flexible – and can be changed or stopped at any time.



We've covered a lot of ground here, from choosing the right banking accounts to saving for your future. Do you have any questions?

## Everyone's situation is different

### Disclosures:

- The strategies, advice and technical content in this presentation are provided for only general guidance to benefit our clients. This presentation is not intended to provide specific financial, investment, tax, legal, accounting or other advice for you, and should not be relied upon in that regard. Readers should consult their own professional advisor when planning to implement a strategy to ensure that individual circumstances have been considered properly and it is based on the latest available information.
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### **NOTE to Presenter: Do NOT read the disclaimer**

Now before we finish, we want to make clear this presentation is intended to provide only general guidance for the benefit of our clients.

Everyone's situation is unique, so it's important to consult your own professional advisors to ensure your individual circumstances are considered.

I'd be pleased to make an appointment with you to provide advice on your specific financial needs.



Thank you



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Thank you for coming today and thank you for your attention. I hope you enjoyed the presentation as much as I've enjoyed speaking with you.