

LIKE FATHER, LIKE SON

MICHAEL & ADAM PRITTIE OF PRITTIE PRIVATE WEALTH

Do what's right, not what's easy. That's been the driving philosophy behind Prittie Private Wealth ("PPW") and Mandeville Private Client Inc., winner of FACES Magazine's 2023 Wealth Management Firm of the Year Award. The firm's principal professional, Michael Prittie, has worked in the financial planning industry since 1986. His colleagues at PPW include equally experienced financial planners and portfolio managers, vested, like Michael, in a holistic approach encompassing multiple disciplines: investment selection, tax planning, risk management, and insurance solutions.

The team includes Michael's son, Adam and their team of experienced professionals supporting the advisory practice. Michael, on the brink of retirement, has every confidence that his "grounded yet driven" offspring will build on what PPW has established. "Trust, transparency, and knowledge are our core values," explains Michael. "That hasn't

changed over the years. Those values have been firmly embedded in Adam's personality."

Adam's interest in the family business began in high school. Determined to someday fit his father's shoes, he attended the Sprott School of Business and successfully completed numerous courses and earned relevant designations in the Canadian securities industry. But a classroom is one thing, a boardroom another. That's where Michael's mentorship proved invaluable. "Michael's dedication to doing what's right and not what's easy has been a great inspiration to me," says Adam. "It has shown me that it's not about what you say, but what you do. This has proven true in all aspects of the business, whether it's providing financial advice and helping clients follow through, keeping them calm during difficult economic times, or going above and beyond to meet their clients' needs."



Prittie Private Wealth and Mandeville Private Client Inc. offers a diverse set of financial services. “We can evaluate, design, and implement solutions to cover all financial risks,” explains Michael, “whether it’s for a growing family needing income replacement coverage, a business looking for buy-sell or disability coverage, or an estate-planning concern requiring a permanent solution in later years.” In addition, their partnership with Mandeville Insurance Services offers access to numerous insurance companies, allowing the firm to offer the best available coverage at competitive cost.

Prittie Private Wealth’s mixed asset approach, a balance of public and private investing, is aimed at boosting yields and reducing volatility. It eschews the typical 60% equity-40% bond split for a strategy borrowed from some of Canada’s most successful pension plans.



Too often, industry threats from market volatility to investment trends drive less reputable advisors to emotion-based deviations. “Wealth is created when you buy great businesses at discounts, not by overpaying for a business at the height of enthusiasm,” cautions Micheal. “Put another way, be greedy when others are fearful and fearful when others are greedy.”

Good advice—another version of “Do what’s right, not what’s easy.” With nuggets like these, it’s small wonder that Adam was groomed so quickly. “Being both father-son and business associates made a knowledgeable resource available to me inside and

outside the office,” says Adam. “I’m grateful to have had a gifted and generous mentor. I wouldn’t want to have it any other way.”

Nor would the firm’s clients, secure to know that another Prittie will be managing their money.

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