

HYPOTHETICAL MODEL: Equity Model

REPORT VERIFIED BY HOLLISWEALTH

MONTHLY PERFORMANCE: Jul 11, 2013 to Oct 01, 2015 (Model Currency: CAD)

REPORT PROVIDED BY: Larry Short

	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Year
2015	5.54%	2.45%	0.68%	-5.74%	2.77%	-1.08%	5.80%	-5.35%	-1.03%	-0.18%			3.24%
2014	2.39%	5.93%	-1.06%	-2.28%	0.43%	1.73%	0.28%	1.81%	-0.76%	1.84%	3.03%	0.25%	14.26%
2013							2.72%	-1.68%	2.60%	4.59%	3.22%	1.74%	13.84%

Disclaimer: Performance numbers above could represent partial month or year calculations based on the time frame selected.

	YTD	2014	2013
Equity Model	3.24%	14.26%	13.84%
S&P/TSX Comp Index	-9.51%	7.42%	9.55%
ISHARES CANADIAN SELECT DIVIDEND	-10.61%	6.07%	18.95%
BMO EQL WGT BANK ETF	-6.14%	13.8%	20.46%
ISHARES S&P/TSX CAPPED ENERGY ET	-23.78%	-16.63%	12.65%

14.17%	2.96%	0.5560
Compound Annual Growth Rate	Monthly Standard Deviation	Correlation to S&P TSX

Risk/Reward Analysis

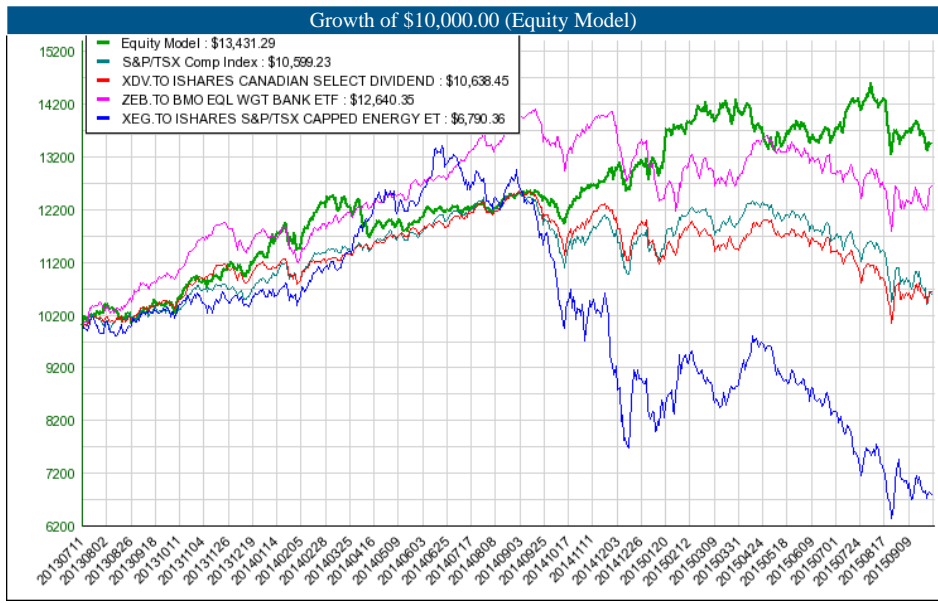
	Equity Model	S&P TSX
Annualized Compound ROR	14.17%	2.65%
Annualized Std. Deviation	10.24%	9.60%
12 Month Return	9.2%	-10.56%
Winning Months	67.86%	60.71%
Average Monthly Gain	2.62%	1.86%
Average Monthly Loss	-2.13%	-2.15%
Monthly Std. Deviation	2.96%	2.77%
Sharpe Ratio	1.225	0.237
Alpha	3.232	
Beta	0.593	
R-Squared	30.91	
Trailing Twelve Month Yield	1.00%	

Drawdown Analysis

Depth	Length	Recovery	Peak	Valley
-9.08%	0	0	Aug-15	Aug-15
-6.74%	2	4	Mar-15	May-15
-6.11%	1	5	Mar-14	Apr-14
-4.99%	1	1	Sep-14	Oct-14
-4.19%	1	1	Jan-14	Feb-14

**HOLDINGS: Oct 01, 2015**

SECTOR NAME	ALLOCATION
CASH	41.16 %
Retail	14.16 %
U.S. ETF Large Growth	11.9 %
Consumer Non-Durables	10.25 %
Computer Software	6.57 %
Automotive	6.07 %
CAD ETF Alternative Strategies	5.01 %
CAD ETF US Equity	4.9 %



Value	Shares	Alloc	Equity Name	Sym	SMAX	Sector	Price	TTM Yield	YTD
\$55,283.44		41.16%	CASH						
\$5,340.72	88	3.98%	Alimentation Couche-Tard Inc. CL B	ATD.B.TO	10	Retail	\$60.69	0.33 %	24.97%
\$7,303.14	39	5.44%	CCL INDUSTRIES CL B	CCL.B.TO	10	Consumer Non-Durables	\$187.26	0.76 %	49.87%
\$8,821.89	99	6.57%	ELECTRONIC ARTS INC	EA	8	Computer Software	\$89.11	0	60.96%
\$6,575.64	444	4.9%	FIRST ASSET MORNINGSTAR US MOMEN	YXM.B.TO	7	CAD ETF US Equity	\$14.81	0	14.27%
\$15,977.70	246	11.9%	FIRST TRUST US IPO INDEX FUND	FPX	6	U.S. ETF Large Growth	\$64.95	0.42 %	10.13%
\$6,460.56	162	4.81%	GILDAN ACTIVEWEAR INC	GIL.TO	6	Consumer Non-Durables	\$39.88	0	21.99%
\$8,845.83	57	6.59%	HOME DEPOT INC	HD	10	Retail	\$155.19	1.8 %	27.55%
\$6,730.88	416	5.01%	HORIZON SEASONL E UN	HAC.TO	4	CAD ETF Alternative Strategies	\$16.18	0	6.58%
\$8,147.20	128	6.07%	MAGNA INTL INC.	MG.TO	4	Automotive	\$63.65	0	1.98%
\$4,825.89	43	3.59%	WALGREENS CO	WBA	6	Retail	\$112.23	1.08 %	26.11%
\$134,312.89	Total								

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**The performance presented in this portfolio report is hypothetical and does not represent a specific client account. Details regarding actual returns of an investment account are available from the client's advisor. Distribution of this report is intended to be made only to those individuals with sophisticated investment knowledge.**

Performance is calculated using month-end market values of the model portfolio. Since we use a model portfolio to calculate performance there are no client initiated cash flows (deposits/withdrawals) to account for.

Performance is calculated by dividing the change in the model portfolio's market value by the model portfolio's market value at the beginning of the performance period. Also, any and all income generated by the portfolio's holdings are held within the model portfolio in cash and is accounted for in the portfolio's month-end market value - this results in a total return measure of the model's performance.

Returns for periods less than 1 year are shown as periodic returns while returns for periods greater than 1 year are annualized. Returns do not include fees and actual returns experienced by an investor may differ from those shown. Past performance is not a guarantee of future results.

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