

# Rob McClelland, RFP, CFP, HBA



**Vice President, Co-Branch Manager,  
Senior Financial Planning Advisor**  
Assante Capital Management Ltd.

Rob is the founder of The McClelland Financial Group and a Senior Financial Planner and Co-Branch Manager of Assante Capital Management Ltd. Offering a thorough understanding of the diverse needs of professional and retired clients, Rob McClelland holds an Honours degree in Business Administration from the prestigious University of Western Ontario's Richard Ivey School of Business.

An expert on how to minimize risk and maximize income during pre and post-retirement stages, Rob has assisted thousands of investors achieve their financial goals over the past 20 years. A prolific speaker and finance educator, Rob has been a featured guest on 'Report on Business' and has written for the Canadian-acclaimed newspaper, the Financial Post. Rob has built a solid practice at The McClelland Financial Group based on a reputation for delivering outstanding service and consistent effort.

Prior to embarking on a successful career in the financial services industry, Rob was a Senior Executive for a successful Canadian retailer. He later earned the title of Vice President of The Equion Group before later transitioning to the role of Senior Financial Advisor, Branch Manager and Vice-President of Assante Capital Management Ltd. Rob has achieved both the RFP and CFP (Certified Financial Planner) designation and is one of the only few hundred Registered Financial Planners in Canada.