

Nest Wealth Launches the Billion Dollar Challenge

Robo Advisor launches year long education initiative to save Canadians \$1,000,000,000 in investment fees over their lifetimes.

TORONTO, ONTARIO, CANADA, February 15, 2017 /EINPresswire.com/ -- Nest Wealth, Canada's largest independent digital wealth manager, announced today its launch of the Billion Dollar Challenge. The leading digital wealth management platform is starting a year long series of educational initiatives in an effort to help Canadians save \$1,000,000,000 in investment fees over their lifetimes through improved financial literacy, better investing solutions, and increased awareness around fees.



“We believe the more Canadians know about the impact of fees on their savings, the greater their ability to invest wisely and create wealth,” said Randy Cass, founder and CEO of Nest Wealth. “Nest Wealth has already positioned our clients to save more than \$31,000,000 in investment fees, but we want to do more. We are launching the Billion Dollar Challenge to give Canadians the tools they need to truly understand how to avoid high fees and achieve their financial goals.”

Last year Nest Wealth undertook a study that showed after buying a house investment fees can be the average Canadian's [single largest expense](#), costing the typical investor a staggering \$323,654.40 over their lifetime. According to a recent Morningstar survey Canadians continue to pay some of the highest mutual fund fees in the developed world.

2017 will be the first full year of increased disclosure of investment fees under new regulatory guidelines in Canada. “For the first time investors will clearly see how much they are paying in fees and be in a position to decide if they are getting value for those fees,” says Cass.

Over the next year, as part of the Billion Dollar Challenge, Nest Wealth will be rolling out print, digital, and in-person initiatives to increase consumer awareness around how high fees can destroy savings. Starting today, Canadians can go to www.nestwealth.com/billion-dollar-challenge to obtain personalized information about how much they're likely to pay in investment fees over the next twenty years if they remain in their current funds and don't take action.

“Everyone says that Canadians have a ‘saving problem’ but the truth is we have a ‘fee problem’,” explains Cass. “With the right information and tools, Canadians can make smarter decisions about how and where to invest. The Billion Dollar Challenge is designed to give Canadians these tools.”

To learn more about the Billion Dollar Challenge visit www.nestwealth.com/billion-dollar-challenge. Join the conversation on social media using the hashtag #SavingABillion.

About Nest Wealth

Nest Wealth is a Canadian digital wealth management provider that offers both direct-to-investor solutions through www.nestwealth.com and advanced business solutions through its Nest Wealth Pro product. The only online advisor in Canada to charge clients a flat fee, Nest Wealth makes it easy for investors to obtain sophisticated wealth management tailored to their long-term goals. Nest Wealth's Pro product provides wealth management firms with a seamless and affordable online portfolio management solution for their clients through simple onboarding, greater transparency, and fully integrated back office and compliance functionality.

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