



FINANCE

Lessons earned

What the outdoors teaches us about money



➔ SCOTT MORROW

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Anyone who has spent numerous seasons on the water or in the field knows this truth: aging changes how we fish and hunt.

When we are younger, enthusiasm often outweighs caution. We push farther out into the lake and further down the river. We hike deeper into unfamiliar country, and hunt through weather that would send most back to camp. Cold hands, wet feet, and long days feel like badges of honour. Risk is part of the adventure, and discomfort is simply the price of admission. If success comes at all, it's often hard-earned and we are willing to pay for it.

With time and experience, something shifts. The goal is the same — we still want bent rods, filled tags, and stories worth telling. Our approach, however, becomes more measured. We watch the forecast more closely. We pick our days. We avoid unnecessary risk. The adventure remains, but recklessness fades. Wisdom replaces bravado.

This evolution is not a sign of weakness. It's a sign of perspective. The outdoors teaches us that risk and reward must be balanced against what we stand to lose. An experienced angler or hunter understands that no fish or animal is worth jeopardizing safety, health, or the ability to fish and hunt another day.

Money follows the same path

Early in life and business, taking risk often fuels growth. Entrepreneurs reinvest aggressively.

Investors tolerate volatility. Time is on their side, and setbacks feel recoverable. Just as in our younger outdoor years, this discomfort is accepted as part of the process.

As life progresses, priorities change. Families grow. Businesses mature. The focus often shifts from accumulation to preservation. The question becomes less about how much more can be gained and more about how to protect what has already been built.

Just as seasoned anglers and hunters choose proven spots and favourable conditions, many investors begin favouring strategies that reduce unnecessary exposure while still delivering results. They are not abandoning growth entirely; they are managing risk with intent.

Segregated funds were designed for clients with this evolved perspective, who still want market exposure, but like the comfort of capital guarantees. Many also turn to segregated funds for additional benefits like creditor protection and avoidance of probate on death. Your loved ones get your money quickly, without delay and without the cost of estate administration.

The outdoors rewards patience, preparation, and respect for risk. Finance does the same. The best outcomes rarely come from avoiding risk altogether, but from understanding when it's worth taking and when it's not.

We all have our go-to spots from years of experience. Consider adding one more... a waypoint to one of Canada's best kept investment secrets. Speak with an accredited financial planner to see if segregated funds are right for you. ●