Sample portfolios

Your companion to Equitable's Investor Profile Questionnaire

These sample portfolios illustrate how different investment styles might align with a client's goals, risk comfort and time horizon. They're designed to help you frame conversations and show clients what their strategy could look like in practice.

After completing the Equitable Investor Profile Questionnaire with the client, the next step is often figuring out how to turn those results into a well-aligned investment strategy. That is where these sample portfolios come in. They are designed to complement the Questionnaire and offer a practical starting point when translating an investor profile into an appropriate portfolio.

Once the investor profile has been identified, these sample portfolios can help illustrate how to build a custom allocation based on what matters most to the individual. Think of them as inspiration — flexible frameworks that can be adapted as goals, circumstances and life stages evolve. They are meant to support ongoing conversations and help keep investors on track toward their long-term objectives.

The Equitable Life Insurance Company of Canada
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Conservative sample portfolio

Portfolio solution	Asset allocation	Fund codes								
		Investment (75/75)			Estate (75/100)			Protection (100/100)		
		FEL	CB3	CB5	FEL	CB3	CB5	FEL	CB3	CB5
Equitable PH&N Balanced	10%	6044	6244	6444	7044	7244	7444	8044	8244	8444
Equitable Franklin Conservative Income ETF Portfolio	10%	6028	6228	6428	7028	7228	7428	8028	8228	8428
Equitable Vanguard Canadian Aggregate Bond Index ETF	40%	6027	6227	6427	7027	7227	7427	8027	8227	8427
Equitable Canoe Enhanced Income	25%	6008	6208	6408	7008	7208	7408	8008	8208	8408
Equitable Fidelity® Tactical High Income	15%	6014	6214	6414	7017	7214	7414	8014	8214	8414

Moderate conservative sample portfolio

Portfolio solution	Asset allocation	Fund codes								
		75/75			75/100			100/100		
		FEL	CB3	CB5	FEL	CB3	CB5	FEL	CB3	CB5
Equitable Canoe Enhanced Income	35%	6008	6208	6408	7008	7208	7408	8008	8208	8408
Equitable Vanguard Canadian Aggregate Bond Index ETF	10%	6027	6227	6427	7027	7227	7427	8027	8227	8427
Equitable Franklin Conservative Income ETF Portfolio	10%	6028	6228	6428	7028	7228	7428	8028	8228	8428
Equitable Fidelity® Tactical High Income	30%	6014	6214	6414	7017	7214	7414	8014	8214	8414
Equitable Fiera Canadian Equity	15%	6015	6215	6415	7015	7215	7415	8015	8215	8415

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Balanced sample portfolio

Portfolio solution	Asset allocation	Fund codes								
		75/75			75/100			100/100		
		FEL	CB3	CB5	FEL	CB3	CB5	FEL	CB3	CB5
Equitable Franklin Core ETF Portfolio	25%	6026	6226	6426	7026	7226	7426	8026	8226	8426
Equitable Invesco S&P 500 Equal Weight Index ETF	10%	6020	6220	6420	7020	7220	7420	-	-	-
Equitable Franklin Conservative Income ETF Portfolio	30%	6028	6228	6428	7028	4228	7428	8028	8228	8428
Equitable Fidelity® Dividend	25%	6012	6212	6412	7012	7212	7412	8012	8212	8412
Equitable Brandes International Equity	10%	6003	6203	6403	7003	7203	7403	-	-	-

Growth sample portfolio

Portfolio solution	Asset allocation	Fund codes								
		75/75			75/100			100/100		
		FEL	CB3	CB5	FEL	CB3	CB5	FEL	CB3	CB5
Equitable Invesco NASDAQ 100 Index ETF	40%	6043	6243	6443	7043	7243	7443	-	-	-
Equitable Canoe Equity Portfolio	20%	6022	6222	6422	7022	7222	7422	8022	8222	8422
Equitable Brandes International Equity	10%	6003	6203	6403	7003	7203	7403	-	-	-
Equitable Franklin Brandywine U.S. High Yield	20%	6007	6207	6407	7007	7207	7407	8007	8207	8407
Equitable Brandes U.S. Equity	10%	6047	6247	6447	7047	7247	7447	-	-	-

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Aggressive growth custom portfolio

Portfolio solution	Asset allocation	Fund codes								
		75/75			75/100			100/100		
		FEL	CB3	CB5	FEL	CB3	CB5	FEL	CB3	CB5
Equitable Brandes U.S. Equity	20%	6047	6247	6447	7047	7247	7447	-	-	-
Equitable Invesco Global Equity Income Advantage	35%	6024	6224	6424	7024	7224	7424	8024	8224	8424
Equitable Fidelity® Global Innovators	25%	6067	6267	6467	7067	7267	7467	-	-	-
Equitable Invesco NASDAQ 100 Index ETF	10%	6043	6243	6443	7043	7243	7443	-	-	-
Equitable Franklin ClearBridge Canadian Small Cap	10%	6018	6218	6418	7018	7218	7418	-	-	-

Each sample portfolio above is built around a the goals, comfort with risk, and time horizon typical for each investor profile. The sample portfolios shared here are **examples only** — they are not recommendations by Equitable and this document is not intended as financial or expert advice. Every client's real portfolio should be tailored to their individual situation. Advisors must make determine which funds and allocations align with the goals of a specific client. Use these portfolios as a starting point to help clients determine the approach that best aligns with what they want to achieve.

If you have questions while developing clients' portfolios, your [Director, Investment Sales] is always a great resource.

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