

## Barrie-based business receives national award



By Ian Molnroy, Barrie Examiner  
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Barrie-based ValueTrend Wealth Management was one of 19 private businesses across Canada to receive a Canadian Business Excellence award. From left are administrative assistant Kevin Banbury, administrative co-ordinator Jane Richards, founder Keith Richards, office manager Cindy McIntyre and investment advisor Craig Aucoin.

Barrie-based ValueTrend Wealth Management, of WorldSource Securities, was one of 19 private businesses across Canada to receive a Canadian Business Excellence award.

Presented by Excellence Canada and PwC Canada, the national award is administered annually.

Keith Richards, ValueTrend founder, technical analyst and portfolio manager, said he's excited about the Canadian Business Excellence Award.

"This award is important to us because it validates the business principles we've been espousing since the early 1990s," he said. "One of my commitments has been to expand the use and understanding of technical analysis and market timing within the industry and to help ordinary retail investors learn how they can manage their own money."

Richards writes for numerous publications on the subject and also has a blog that is strictly geared towards helping the 'do-it-yourself' community of investors.

"While it sounds counter-productive for me to teach others to do this themselves when I make a living doing it for other people, I believe helping others manage their money will ultimately endorse the validity of ValueTrend's process as well as attract business from those who choose not to do it themselves," he said.

"This approach to marketing runs contrary to the investment industry, who often propagate the need for everyone to utilize the services of an advisor or manager," Richards added. "I have found there are many investors who possess the skills, knowledge and interest in doing it on their own. And I have a keen interest in helping them do so. It hasn't hurt us to help these investors do a good job of investing on their own."

The awards will be presented at the 2017 Canadian Business Excellence Awards for Private Businesses Luncheon on Tuesday, Nov. 1 in Toronto.

To learn more, visit [www.valuetrend.ca](http://www.valuetrend.ca).

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