# *Mehta Case Study*

## Personal Profiles and Family Dynamics

**Mr. Rajiv Mehta**

A natural leader and entrepreneur, Mr. Mehta immigrated to Canada in the 1970s and began his career as a car salesman. His charisma, bold vision, and tireless work ethic turned a modest used car lot into a thriving dealership. Throughout his life, he’s been the decision-maker, particularly when it came to business and real estate. His confidence in his own judgment has served him well, but it’s made him slow to delegate or seek outside advice. While his health has declined in recent years, he remains mentally sharp, opinionated, and emotionally attached to the family’s financial future.

**Clues for candidates:** Mr. Mehta is used to calling the shots. He may resist handing over decision-making authority too soon, even if the family would benefit from a more formal structure. His deep belief in hard work and entrepreneurial success may shape his view on investing (e.g., a preference for tangible assets or control over decisions).

**Mrs. Anjali Mehta**

Quietly influential, Mrs. Mehta was the primary steward of the family’s personal finances while Mr. Mehta focused on the business. She is pragmatic, frugal, and cautious — valuing security, low volatility, and predictability. While she respects her husband's vision, she has a strong intuitive sense of risk and would be the first to say, “slow and steady wins the race.” She’s increasingly focused on ensuring that their wealth doesn’t become a source of conflict for the next generation.

**Clues for candidates:** Mrs. Mehta may lean toward lower-risk investment approaches, broad diversification, and a conservative asset allocation. She would likely value clarity around roles and responsibilities to avoid misunderstandings within the family.

**Arjun Mehta (Son)**

In his early 40s, Arjun is a tech executive living in Toronto. He’s data-driven, analytical, and results-oriented. He has advocated for digitizing the family’s financial records, modernizing their portfolio reporting, and hiring professionals to provide oversight. While respectful of his parents’ authority, he’s growing concerned about their lack of formal planning and worries the family is vulnerable to poor record-keeping or emotional decision-making.

**Clues for candidates:** Arjun would appreciate a more structured approach, including quarterly reporting, well-documented policies, and professional oversight (such as an investment advisor or portfolio manager). He is a champion for formalized roles and generational planning.

**Priya Mehta (Daughter)**

Priya, in her late 30s and expecting her first child, lives in a quieter suburb and has always been more conservative than her brother. She favors simplicity and peace of mind over performance. The recent sale of Mehta Motors — and her father’s health issues — have left her feeling overwhelmed. She supports the idea of engaging professionals but worries about costs, complexity, and family disagreements. Her top concern is that the wealth is stewarded responsibly and without risk of family conflict.

**Clues for candidates:** Priya would benefit from a simplified presentation of financial matters, a low-volatility investment strategy, and a trusted advisor who can act as a neutral third party to help facilitate communication.

## Current Situation

The Mehtas now face several pivotal decisions:

* They have **no written investment policy**.
* Their assets are currently spread across various accounts, with a large cash position still unallocated.
* They have never worked with a financial advisor or family office.
* Their lawyer and accountant are long-time family contacts, but there has been no formal estate or succession plan developed.
* They have no documented governance process for decision-making or investment oversight.

The family is considering working with a financial professional (or multiple professionals) but is unsure where to begin. They are hesitant to relinquish control but also recognize the growing complexity of their affairs.

## Your Challenge

Your task is to help the Mehta family take the first step toward formalizing their investment management and governance using our family office.

You’ve been provided with a sample quarterly **investment report** showing the Mehtas’ current portfolio. Which does not include the new cash that is unallocated. Review this report carefully and then complete the following:

**Deliverables**

1. Draft an **Investment Policy Statement (IPS)**  
   Use your judgment and the family context to craft a IPS draft that reflects the Mehtas’ likely priorities and constraints. Consider including the following sections (but use your description if you think anything is redundant or missing):
   * Family Purpose or Investment Philosophy
   * Investment Objectives (e.g., preserve purchasing power, income generation)
   * Risk Tolerance
   * Liquidity and Time Horizon
   * Strategic Asset Allocation (suggested ranges)
   * Benchmarking and Evaluation
   * Constraints (tax, ethical screens, reporting requirements)
   * Roles & Responsibilities / Decision-Making Structure

**Tip:** Consider whether a consensus-based model, delegation to a committee (e.g., Mr. & Mrs. Mehta + adult children), or external professional oversight is appropriate (and if so, how?)

1. **Create a Slide Presentation**  
   Prepare a slide deck summarizing:
   * Key insights from the current portfolio
   * Risks or misalignments you identified
   * Your recommended asset mix and rationale
   * Governance or decision-making structure proposals
   * Any professionals the family may want to engage (e.g., investment advisors, lawyers, accountants, philanthropic consultants) and how
   * Suggestions for next steps: estate planning, financial reporting, and intergenerational communication, etc
2. **Where’s Waldo?**
   * There are (at least) five errors in the investment report that we provided to you as a guide to your analysis. Point out those five errors.

**What We’re Looking For**

We will assess your submission based on:

* Clarity, professionalism, and organization
* Understanding of the family’s emotional and financial context
* Relevance and quality of your recommendations
* Practicality: would your IPS and slides be usable by a real family?
* Thoughtful suggestions for external support (advisors, reporting tools, etc.)

## Submission Instructions

* You have **5 business days** to complete the case study from the date it is assigned.
* Submit your IPS and slide deck (PDF or PowerPoint format) to **caliya@markdalefinancialmanagement.com**
* Selected candidates will be invited to present their slides in a follow-up interview.