



5 WHITE GUYS

Canadian Banking Exposé

A Critical Analysis of Money Creation, Corporate Power, and Systemic Inequality

By Marie-Soleil Seshat Landry



Published by Landry Industries
landryindustries.ca

Marie Landry Spy Shop
Owner & Researcher: Marie-Soleil Seshat Landry
marielandryspyshop.com

© 2026 Marie-Soleil Seshat Landry | Text for Public Education | Transparency Initiative

TABLE OF CONTENTS

Foreword	3
Introduction: The Invisible Architecture of Canadian Finance	4
Chapter 1: The Mechanics of Money Creation	6
Chapter 2: The Big Five Banks and Their Absolute Dominance	10
Chapter 3: Executive Compensation and Misaligned Incentives	13
Chapter 4: The Cantillon Effect in Canadian Markets	16
Chapter 5: The Public Pays; The Elite Profit	18
Chapter 6: Historical Roots and Banking Power Persistence	21
Chapter 7: Structural Consequences of Concentrated Banking	23
Chapter 8: International Perspective and Comparisons	25
Chapter 9: Reform Possibilities and Alternatives	27
Chapter 10: Conclusion—The Path Forward	31
Appendix: Key Terms and Shocking Facts	33

Foreword

This book examines a fundamental but largely invisible system: how money is created in Canada, who controls that process, and what consequences flow from that concentration of power. The analysis is rooted in economic mechanics, historical precedent, and contemporary data. Readers unfamiliar with banking may find certain concepts challenging, but the core argument is straightforward: a tiny executive elite wields enormous influence over the financial lives of millions through a system that generates private profits while distributing risks across the public.

Understanding this system is not an exercise in conspiracy theory. It is an exercise in reading financial statements, following the money, and asking difficult questions about power, equity, and democratic governance.

The book proceeds in three stages: First, it explains how money is created in Canada's banking system. Second, it demonstrates who benefits and who bears the costs. Third, it explores alternatives and paths toward reform.

The argument may challenge your assumptions about how economies function. But all claims are rooted in publicly available evidence: bank financial statements, regulatory filings, academic research, and historical analysis. The system described is not hidden; it is largely ignored.

Introduction

The Invisible Architecture of Canadian Finance

Walk into a bank in any Canadian city. Behind the glass and polished counters lies a deceptively simple transaction: you borrow money, the bank creates a deposit in your account, and you owe interest. This daily occurrence masks one of the most consequential facts about modern economies: the majority of money in circulation is not created by governments or central banks, but by private commercial banks issuing loans.

In Canada, this system concentrates extraordinary power in the hands of five individuals—the CEOs of the Big Five banks. These executives are not household names. Few Canadians know their faces. Yet their decisions ripple through the entire economy, shaping housing markets, corporate strategy, investment patterns, and the debt obligations of millions.

This concentration of power is not accidental. It is the product of deliberate policy choices made over decades: decisions to deregulate financial markets, to permit bank mergers, to exempt banks from antitrust enforcement, and to structure executive compensation to reward profit maximization above all else.

Understanding the mechanics of money creation, public debt, executive incentive structures, and the historical roots of this system is essential to envisioning reforms that could democratize access to credit and reduce systemic inequity.

Three Central Questions

- **How is money created?** Not through printing presses, but through digital ledger entries that reflect new debt.
- **Who benefits?** The architects of the system—bankers, executives, and early recipients of newly created credit.
- **Who bears the cost?** The public, through inflation, interest payments, and systemic exposure to financial instability.

Chapter 1: The Mechanics of Money Creation

The Modern Money Myth

Most people believe that money originates in one of two ways: either governments print it, or central banks issue it into circulation. Neither is accurate. In modern economies like Canada's, approximately 97% of the money supply consists of bank deposits—digital records of debt. When a bank issues a loan, it simultaneously creates a deposit. Both appear on the balance sheet: an asset for the bank (the loan owed) and a liability (the deposit the borrower can spend).

This is not a side effect of banking. It is the fundamental mechanism through which commercial banks create money.

How Loans Create Money

When a Canadian family applies for a mortgage, the bank does not transfer \$500,000 from another account. Instead, it writes a ledger entry: a \$500,000 deposit for the buyer and a \$500,000 debt for the borrower. This is new money, created out of nothing, entering the economy immediately.

The same principle applies to business loans and personal credit: the bank generates new deposits with each loan, expecting repayment with interest. The bank profits first; the public bears the risk.

The Bank of Canada and Central Control

The Bank of Canada, established in 1935, serves as Canada's central bank. Its responsibilities include issuing physical currency, acting as banker to the federal government, managing foreign exchange reserves, and executing monetary policy through interest rate decisions.

Many assume the Bank of Canada creates most Canadian money. It does not. Physical currency represents less than 3% of the total money supply. The Bank of Canada's primary tool for influencing the money supply is the policy interest rate—the rate at which commercial banks borrow from one another overnight.

The Bank of Canada does not directly control the quantity of money created by commercial banks. That power resides with the banks themselves, constrained only by regulatory capital requirements, risk management models, and market perception.

Chapter 2: The Big Five Banks and Their Absolute Dominance

The Oligopoly Structure of Canadian Banking

Canada's banking system is among the most concentrated in the world. Five banks control approximately 90% of total banking assets:

Institution	Total Assets	Market Position
Royal Bank of Canada (RBC)	~\$800 Billion	Largest by market cap
Toronto-Dominion Bank (TD)	~\$1.7 Trillion	Largest by assets (incl. US)
Bank of Montreal (BMO)	~\$850 Billion	Established 1817
Scotiabank	~\$750 Billion	Strong international presence
CIBC	~\$600 Billion	Formed 1961 (merger)

Combined, these five banks control over \$4 trillion in assets—equivalent to approximately 1.5 times Canada's annual GDP. This concentration is extreme. The United States, with a population roughly 10 times larger, has hundreds of banks. Germany has dozens of major banks. Japan has ten major banking groups. Canada's oligopoly gives each institution disproportionate market power.

Credit Allocation and Market Dominance

The dominance of the Big Five manifests in control over credit allocation, deposits, mortgages, and policy influence. Approximately 85% of all business credit in Canada flows through the Big Five. A small business seeking a bank loan has almost no alternative if one of the major banks declines to lend.

The Big Five hold over 80% of all deposits. For most Canadians, choosing not to bank with one of the Big Five is not realistic. They originate approximately 90% of residential mortgages, giving them extraordinary control over housing affordability and markets.

When the Big Five speak through their lobbying operations in Ottawa and provincial capitals, governments listen. This concentration of credit and political influence shapes the entire Canadian economy.

Chapter 3: Executive Compensation and Misaligned Incentives

The Five CEOs: Unelected Power

The Big Five are technically owned by millions of shareholders, many with retirement savings. But daily decision-making is concentrated in the hands of five CEOs and their executive teams. These individuals are not elected. They answer to boards of directors composed primarily of other corporate executives. They are insulated from public accountability.

The CEOs of the Big Five (2023):

Dave McKay (RBC): CEO since 2015. Compensation: \$14.6 million annually

Bharat Masrani (TD): CEO since 2013. Compensation: \$15.4 million annually

Brian Porter (Scotiabank): CEO since 2017. Compensation: \$12.9 million annually

Darryl White (BMO): CEO since 2017. Compensation: \$14.7 million annually

Victor Dodig (CIBC): CEO since 2013. Compensation: \$13.5 million annually

These executives earn, on average, \$14 million annually. For context:

- **400 times** the median Canadian household income (~\$35,000)
- **200 times** the average Canadian worker's salary (~\$70,000)
- **1,000 times** the minimum wage in most provinces (~\$14,000 annually)

Their compensation is justified as necessary to retain talent in competitive global markets. But it raises a fundamental question: what creates \$14 million in annual value? In what sense does an executive justify 400 times median income?

Incentive Misalignment

The compensation structure heavily emphasizes short-term financial performance and stock price appreciation. A CEO's compensation is maximized when bank profits increase, stock price rises, and dividends paid to shareholders increase.

These incentives do *not* reward prudent lending, long-term stability, fair treatment of borrowers, or public

welfare. This creates moral hazard where aggressive expansion, fee increases, and risk-taking maximize personal wealth while socializing losses.

Chapter 4: The Cantillon Effect in Canadian Markets

The distribution of newly created money is uneven: early recipients—often corporations and real estate developers—receive credit first. This allows them to acquire or develop assets before inflation is reflected in market prices. Late recipients, typically ordinary citizens, pay higher prices for the same goods, effectively subsidizing the profits of early receivers.

This Cantillon effect, named after 18th-century economist Richard Cantillon, ensures that money creation is inherently biased toward wealth accumulation at the top while spreading financial risk and inflation downward.

Housing Inflation Timeline

- **2002-2007:** Banks expand mortgage lending aggressively. Housing prices increase 50-100% in major cities.
- **2008-2009:** Crisis occurs. Governments and central banks respond with stimulus and low rates.
- **2009-2019:** Decade of expansion. Mortgage lending resumes. Bank of Canada maintains near-zero rates. Housing prices double again.
- **2020-2021:** COVID stimulus. Government transfers money directly to households. Banks expand lending to historic levels. Housing prices surge 30-50% in two years.
- **2022-2023:** Central banks raise rates. Lending contracts. Housing prices decline modestly. But early buyers retain gains. Late buyers face higher mortgage payments for the same property.

Who benefits? Real estate developers who borrowed early, early homebuyers who locked in low prices, banks that collected interest, and executives who earned bonuses.

Who loses? First-time homebuyers entering as prices peak, renters priced out of ownership, savers whose cash lost purchasing power through inflation.

Chapter 5: The Public Pays; The Elite Profit

The banking system is a mechanism for transferring wealth upward. Four primary mechanisms operate continuously:

1. Interest Payments—The Largest Transfer

Every mortgage, loan, and credit card purchase involves an interest payment. Annual interest payments in the Canadian economy:

- **Mortgage interest:** ~\$100 billion (paid by households)
- **Corporate debt interest:** ~\$50 billion (paid by businesses)
- **Government debt interest:** ~\$30 billion (paid from tax revenues)
- **Total:** ~\$180 billion annually

This represents a massive annual transfer from debtors (economically vulnerable) to creditors and banks (financially secure). It is a hidden tax on those carrying debt.

2. Fee Extraction—Death by a Thousand Cuts

Beyond interest, Canadian banks generate enormous profit through fees:

- **Overdraft fees:** ~\$3 billion annually
- **Foreign exchange and wire fees:** ~\$2 billion annually
- **Monthly account fees:** ~\$1 billion annually
- **Mutual fund and advisor fees:** ~\$10 billion annually
- **Credit card fees:** ~\$2 billion annually

Total: approximately \$18-20 billion annually in direct fees.

These fees are pure extracted profit, often from those least able to afford them. A household struggling paycheck-to-paycheck is most likely to incur overdraft fees. Recent immigrants may overpay for foreign exchange. Retirees may be steered toward high-fee mutual funds.

Chapter 6: Historical Roots and Banking Power Persistence

Banking—the practice of accepting deposits and issuing loans—emerged in medieval Italy. The Medici family's banking enterprise funded the Renaissance and gave the family political power rivaling state rulers. In each historical era, banking families accumulated wealth and power in tandem.

The Rothschild dynasty, emerging in 18th-century Frankfurt, established a revolutionary model: centralized decision-making, coordinated capital deployment, and political influence through loans and credit control. By the 19th century, Rothschild banking networks wielded more influence than many governments.

By the 20th century, family banking dynasties were gradually replaced by institutional banking. The transition from family ownership to public shareholding created the appearance of democratization. But decision-making remained concentrated.

In Canada, banking has historically served the business class. The Big Five were created by and for Canada's merchant, industrial, and railway elite. For much of the 20th century, banking was stable and conservative. The era of extreme CEO compensation and aggressive lending came later, beginning in the 1980s with deregulation.

History shows a consistent pattern: banking power concentrates wealth and political influence in the hands of elites. Current structures, for all their technological sophistication, mirror this ancient pattern.

Conclusion: The Path Forward

Canada is not a poor country. It is not constrained by insufficient resources or capital. The constraint is structural: the concentration of decision-making power in the hands of a few individuals who profit from the current system.

Breaking this constraint requires:

Knowledge: Understanding how money creation works and how it is currently concentrated.

Discourse: Public debate about alternatives, unencumbered by bank-funded think tanks.

Organization: Coalition-building among those harmed by the current system.

Political Pressure: Electing officials who prioritize reform over banking industry preferences.

Reform will not happen quickly. Determined opposition comes from those who benefit from the status quo. But momentum toward awareness is growing. More people recognize that the current system is failing them.

The Big Five banks have engineered a system of extraordinary wealth concentration. They have justified it through theories of market efficiency and executive necessity. They have defended it through lobbying and political capture.

The system is working exactly as designed. The only question is whether Canadians will demand something different.



PUBLISHED BY LANDRY INDUSTRIES

landryindustries.ca

MARIE LANDRY SPY SHOP

Owner & Researcher: Marie-Soleil Seshat Landry
marielandryspyshop.com

© 2026 Marie-Soleil Seshat Landry | All Rights Reserved
Text for Public Education & Democratic Engagement