|  |  |  |
| --- | --- | --- |
| **<Advisor\_Name>**  <Company\_Name>  <Address>  <City>, <Province> <Postal\_Code>  <Phone>  <Cell> |  |  |

At <Company\_Name> I am guided by a code of ethics based on several principles including integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence.

I believe in open communication and I am committed to the following principles:

1. We will always put your best interests first.
2. We will act with skill, care, diligence and good judgment at all times.
3. We will not knowingly mislead you and we will provide full and fair disclosure of all important facts.
4. We will avoid conflict of interest.

I have also established policies and procedures for a number of Best Practices guidelines including Client Engagement, Protection of Personal Information and Compensation Disclosure. In order to ensure my files are up-to-date and compliant with current Federal and Provincial legislation, I ask that you review the following sections of this document carefully and sign each where indicated.

In addition to the above, when making a product recommendation I need to know that it is suitable given your situation, goals and objectives. To ensure that I have sufficient information about your needs and objectives, I may also ask that you complete a short “Know Your Client” questionnaire. This will help me understand your situation and to see the “Big Picture” before providing you with financial advice.

At <Company\_Name>, I/we are committed to putting your interest first, every time.

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Signature of Advisor Date

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Signature of Advisor Date

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**Section 1 - Client Engagement**

This section is intended to set forth the mutual understanding of the terms and objectives of our engagement. To better meet the needs of my clients I offer three levels of service from which to choose. Each service level is designed to provide you with access to the advice you need based on your situation and the goals and objectives you have for your family.

**1.1 Engagement Selection**

|  |  |  |  |
| --- | --- | --- | --- |
| Select the level of service you require | 🞎 Service | 🞎 Advice | 🞎 Planning |
| **Product**: |  |  |  |
| Routine Maintenance |  |  |  |
| Third-Party Reporting |  |  |  |
| Third-Party Consultation |  |  |  |
| **Analysis**: |  |  |  |
| Financial Strategies, Review & Comparisons |  |  |  |
| RazorPlan™ Financial Report\*, "the Big Picture" |  |  |  |
| **Advice**: |  |  |  |
| Financial Management |  |  |  |
| Asset Management |  |  |  |
| Risk Management |  |  |  |
| **Planning**: |  |  |  |
| Tax Planning |  |  |  |
| Retirement Planning |  |  |  |
| Estate Planning |  |  |  |
| **Consultation**: |  |  |  |
| Compensation Includes Fees & Commissions |  |  |  |
| Primary Advisor Relationship\* |  |  |  |
| Out of Office Meetings |  |  |  |
| *\* Denotes items that are a requirement of the service level* | | | |

**1.2 Advisor Assurances**

1. If, for any reason, you are not satisfied with the scope and detail of the service/advice provided, you may change to another service level that better meets your needs, or terminate this engagement in writing without notice.
2. All recommendations presented to you, including those involving the purchase of a financial product, will be made with your best interests in mind.
3. At no time will you be under any obligation to accept any advice provided or to act on any of the recommendations made.

**1.3 Client Assurances**

1. You agree to provide me with the necessary personal and financial information as accurately as possible.
2. You agree to make me aware of anything in my recommendations that you do not fully understand.
3. You agree to notify me of any changes in your situation that may have an impact on your needs.

**1.4 Client Acknowledgment**

For Advice and Planning level clients, you acknowledge that I will be required to invest a considerable amount of time and incur general costs related to the financial services provided to you. I agree to make this investment based on the understanding that should you decide to purchase any financial products or services as a result of my work, you will do so through my office with the understanding that I may receive service fees and/or commissions relating to the sale.

**1.5 Limitations and Guarantees**

You understand that all recommendations will be made based on financial models involving numerous assumptions that are certain to change and are neither an estimate nor a guarantee of future performance. Actual results will vary, as even the smallest change to the future rate of inflation, return on investment and/or taxation can have a major impact on the forecasts contained within the financial analysis.

**Section 2 – Privacy Policy**

**2.1 My Commitment to Protecting your Privacy**

I adhere to the Personal Information Protection and Electronic Documents Act (PIPEDA), a federal privacy law, and the provincial privacy laws that apply. I will maintain the highest standards of confidentiality to ensure the protection of your personal information. I also adhere to the Canadian Anti-Spam Legislation and Regulations and will only communicate electronically with your permission.

**2.2 Accountability**

I am responsible for the personal information I receive from my clients and I will safeguard that information in whatever form it is held. My employees also understand and abide by these rules.

**2.3 How I Collect, Use, Share, Disclose and Retain Your Information**

I collect all personal, corporate, financial and related information with your consent, and use and retain it solely for the purposes of providing advice and to ensure that any products or services you purchase through me are provided quickly and correctly. I confidentially convey your personal information to insurers through wholesale organizations known as Managing General Agencies (MGAs), which are contracted to provide administrative services to them. I only collect and keep information that helps me formulate advice, including personal, financial and health information. With your consent, I may share this information with others to get you help in areas outside of my areas of expertise. I am required to retain much of the information I collect for regulatory reasons including the requirement that I be able to demonstrate that the recommendations I make are appropriate and address your identified needs.

**2.4 Consent**

I use your personal information to identify products, concepts and services to address needs you have identified. By signing this form, you agree:

1. to provide accurate information throughout our business relationship as your circumstances change,
2. to allow me to use, share and disclose this information on an as-needed basis with my suppliers, associates and wholesale organizations, which may retain some information on file for future use and reference by me, my suppliers and any assignees,
3. to allow me to retain your personal information, including health information housed on your applications, in my paper and electronic files for as long as you wish me to be your advisor or for as long as I am required to by law, and
4. to the assignment of your file, including your personal information, to another agent and/or MGA, to continue to service your needs, in the event that I become incapacitated, die or retire. You do, however, have the right to choose your own agent at that time, should you not agree to the assignment.

**2.5 Accuracy of Information**

In order to make appropriate recommendations, I must receive accurate information. You may review the personal information I retain about you upon request. Where appropriate, I will attempt to update the personal information I hold in my records in an effort to determine whether the recommendations I made are still appropriate in light of changes in your circumstances. However, I also rely on you to provide regular updates to me for the same reason.

**2.6 What I will NOT Do with Your Information**

I do not sell client information to anyone, nor do I share client information with organizations that are outside of my relationship with you.

**2.7 I Strive to Protect Your Personal Information**

All employees, associated advisors, wholesale organizations and suppliers that are granted access to client records are required by law and regulation to keep this information protected, confidential and to use the information only for the purposes identified. Information that is no longer required for the intended original purpose will be discarded by shredding or otherwise completely destroyed. I’ve also established physical and systems safeguards, along with proper processes, to protect client information from unauthorized access or use.

**2.8 Your Privacy Choices**

You may withdraw your consent at any time (subject to legal or contractual obligations and on providing me with reasonable notice) by contacting me. Withdrawing your consent may prevent me from providing you with requested products or services and may end our business relationship. I may occasionally use your personal information to advise you of products or services I believe may be of interest to you or fit your personal circumstances. If you would rather not receive this type of communication, please advise me at any time.

**2.9 Your Right to Complain**

You have the right to complain confidentially to me, to the insurance company and to the Privacy Commissioner of Canada if need be.

**Section 3 – Advisor Disclosure**

**3.1 Licencing**

I am licenced as a life insurance agent incorporated as <Company\_Name> in the province of <Province>. I am also licenced as an investment advisor with <Investment\_Firm> in the province of <Province>.

**3.2 Companies Represented**

I currently hold broker contracts with the following insurance companies:

|  |  |  |
| --- | --- | --- |
| Insurance Company A | Insurance Company B | Insurance Company C |
| Insurance Company D | Insurance Company E | Insurance Company F |
| Insurance Company G | Insurance Company H | Insurance Company I |

As an independent broker, I am bound by the laws governing life insurance agents and the Code of Ethics of my professional associations. This means that any insurance product(s) I recommend will be the one(s) I deem to be best suited to meet your needs, without regard to the compensation practices of any one company.

**3.3 Relationship with the Companies I Represent**

No insurance company holds an ownership interest in my business, nor do I hold an interest in any insurance company.

**3.4 Compensation**

If you choose to purchase a financial product through me, I will be paid a sales commission from the company that provides the product. I may receive a renewal (or service) commission if you keep your financial products for years to come. I may also be eligible for additional compensation such as bonuses, non-monetary benefits such as travel incentives, depending on various factors such as the volume or persistency of business that I place during a given time period. Be assured that, even though I am paid commissions by Insurance Companies, your financial objectives are my first priority.

**3.5 Conflict of Interest**

I take the potential of a conflict of interest seriously. I will notify you if there is a conflict of interest of which I become aware, in regards to my recommendations to you. My overall recommendations will be based on my analysis of your financial and risk management needs.

**3.6 More information**

Should you require additional information about my qualifications or the nature of my business relationships, I would be pleased to assist you. My contact information can be found on page 1 of this document.

**Section 4 – Client Acknowledgement**

**4.1 Acknowledgement**

By signing below I/we have read and understand the terms and conditions of this agreement.

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Signature of Client Date

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Signature of Client Date

**4.2 Electronic Communications**

Until advised otherwise, I consent to receiving electronic communications from the Advisor regarding our business relationship. I understand that I may withdraw my consent at any time.

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Signature of Client Date

**Section 5 – Financial Planning Process**

**5.1 The Big Picture**

Financial planning is more than investing for retirement or saving for your child’s education. Financial planning involves creating strategies to help better manage the financial resources you have so that you can achieve the goals you have set for you and your family.

For Advice and Planning level clients, my process starts with the Big Picture, a financial analysis that focuses on your retirement so that I can answer the questions that most people have:

1. When will I be able to retire?
2. How much can I spend?
3. What rate of return do I need to earn?
4. How much do I have to save?

I begin with the above questions so that you can examine your financial situation in relation to your financial goals. This provides you with an understanding of the options available to you and the changes you may need to make in order for you and your family to have the lifestyle you want.

**5.2 Free Consultation Meeting**

1. Short planning questionnaire to determine financial goals, needs and priorities.
2. Analysis of your current financial situation, the Big Picture.
3. Clarify goals and Identify problems and/or opportunities.
4. Discuss Next Steps.

**5.3 Planning Meeting**

1. Define the scope of the planning engagement.
2. Collect additional personal and/or financial information relating to the engagement.
3. Further analysis of client’s situation to account for any new information.
4. Identify and evaluate the financial planning strategies and prepare the plan.
5. Discuss implementation actions, responsibilities and time frames.
6. Agree on schedule for review of the financial plan.

**5.4 Financial Advice Matrix**

The Financial Advice Matrix illustrates how the six fundamental components of financial planning are integrated within my financial planning process, to provide comprehensive advice that meets your needs, at a pace that fits your busy lifestyle.

