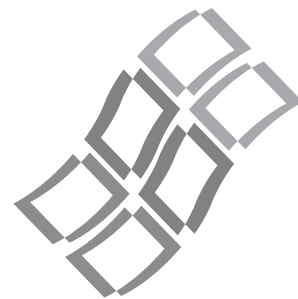


They number 31,000 in this profession. If they are not competent, they don't go far, whether working for a financial institution, a private firm or independently. To hone their skills and remain up to date, they are required—without exception—to participate in a continuing professional training program. They must also adhere to strict ethical rules, such as the rule stipulating that they always put the client's interests before their own interests—or any other, for that matter. This rule is clear.

Yes, **personal financial advisors** **are competent...**it's their only option

The role of the Chambre de la sécurité financière is to manage the mandatory continuing training program and oversee adherence to the rules. A completely independent syndic investigates all complaints received, and a discipline committee takes punitive action if a breach is committed. The 31,000 members of this profession have a reputation to uphold, and the Chambre de la sécurité financière ensures that competence remains at the heart of their practice.

Because competence
is your best protection.



CHAMBRE DE LA
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