



INVESTMENT INDUSTRY ASSOCIATION OF CANADA
ASSOCIATION CANADIENNE DU COMMERCE DES VALEURS MOBILIÈRES

THE IIROC REGISTERED INVESTMENT ADVISOR ADVANTAGE

When looking to invest money, finding a good investment advisor is critical. There are differences between people calling themselves investment advisors and ones regulated as advisors, as well as different standards of regulation. The Investment Industry Regulatory Organization of Canada (IIROC) registered investment advisors are qualified, trained, regulated and meet high standards of conduct to ensure they provide investors with the best possible service to meet investor needs. The business and financial practices of IIROC registered advisors and member investment dealers are regulated by the IIROC, Canada's front-line securities regulator.

IIROC REGISTERED ADVISORS OFFER:

THE BROADEST CHOICE – IIROC registered advisors are able to offer a broad range of investment products and services to meet investors' needs. They can offer not only mutual funds and guaranteed investment certificates (GICs), but also other products only available through registered investment dealers. These include stocks, bonds, options and other more sophisticated alternatives.

FULL UNDERSTANDING OF INVESTOR NEEDS – IIROC registered advisors are required to meet rigorous suitability and "know-your-client" rules prior to offering advice. This ensures they understand the investors' financial situation, investment knowledge and objectives, and tolerance for risk.

EXPERT KNOWLEDGE – IIROC registered advisors are required to complete extensive training to obtain their registration and meet ongoing education requirements to maintain it. Before being licensed, they are subject to demanding proficiency requirements. They are one of only a few types of advisors subject to mandated continuing education requirements to sustain their expertise as financial products change and capital markets grow.

THE UTMOST IN INTEGRITY – IIROC registered advisors are held to strict compliance standards that are monitored at both the firm level and by the IIROC.

THE HIGHEST DEGREE OF PROFESSIONALISM – IIROC registered advisors are required to act solely in investors' interests to provide investment solutions that meet their clients' specific objectives and needs. They form the only group of investment advisors who must provide clients with written information on how to have complaints addressed through the firm, the IIROC and the federal ombudsman – complaint channels to which clients of other types of advisors may not have access. The IIROC requires investment dealers across Canada to report all client complaints, even if the complaints are solved at the firm level, through a central database.

PROTECTION – Accounts held at IIROC registered investment firms are protected from dealer insolvency by the substantial Canadian Investor Protection Fund (CIPF) to an amount of \$1 million or more each (the fund does not cover losses resulting from a decrease in the market value of securities). Visit www.cipf.ca for more information.

To find out if your advisor and firm are registered with the IIROC, contact the IIROC through www.iiroc.ca or your province's security commission via www.csa-acvm.ca.