



Financial Intermediaries Association  
of Southern Africa

## CODE OF CONDUCT

### Objective

The FIA Code of Conduct aims to set a professional standard of client interaction in the financial services industry. This code combines the values and processes that will guide financial service providers and their representatives to interact with clients professionally.

### Preamble

FIA members will at all times interact with clients in the following manner:

- honestly,
- fairly,
- with care,
- in the interests of clients, and
- to enhance the integrity of the financial services industry.
- with integrity,
- with due skill,
- with diligence,

FIA members will at all times employ the resources, procedures and appropriate technological systems that can reasonably be expected to render continuous quality service to clients.

FIA members will at all times act within the scope and spirit of the Acts of Parliament governing the specific business/product segment.

### The FIA client interaction process

#### Step 1 - A comprehensive and professional introduction to clients

FIA members will disclose in a comprehensive and professional manner to any prospective client who they are, who they represent and what services they are licenced or mandated to render.

#### Step 2 - Gather client information

FIA members will, before making any recommendation of a financial nature to any client, obtain appropriate client information and seek to understand the client's financial position, needs and objectives.

In cases where clients request or instruct providers to render a particular financial service, FIA members will obtain appropriate client information to ensure that the request or instruction is implemented correctly.

#### Step 3 - Enter into a service agreement with the client

FIA members will, on acceptance of a client request or instruction to offer any recommendation of a financial nature to the client, enter into a recorded client request, instruction or service agreement.

#### Step 4 - Conduct an analysis and prepare a client proposal

FIA members will, before making any recommendation of a financial nature to any client, conduct an analysis and prepare a proposal or quotation that is appropriate in the circumstances and aimed at addressing the client's needs or objectives whilst taking into account the client's risk profile.

#### Step 5 - Present the proposal to the client

FIA members will, when presenting a proposal or quotation to a client, take reasonable steps to ensure that the client understands it and that he/she is in a position to make an informed decision.

#### Step 6 - Enter into a Financial Service agreement with the client

FIA members will, on acceptance by the client of any financial advice and/or intermediary service proposal, enter into a recorded contract with the client and ensure that the client is provided with a copy of such a contract.

#### Step 7 - Implement the agreement

FIA members will, on acceptance of the financial service proposal, submit the product application/client instruction to the product supplier for acceptance and fulfilment of the contractual obligations. FIA members will ensure timeous confirmation of such instruction and ensure that the client is provided with written contractual documentation.

#### Step 8 - Render continuous advice and/or intermediary services to the client

FIA members will continue to render ongoing advice and intermediary services in accordance with any contractual arrangement between the parties and ensure that all enquiries, instructions or complaints are handled timeously and in a fair and professional manner. In the event that an agreement is terminated between a provider and client, FIA members will record it in a fair and professional manner.

I hereby commit myself to adhere to the FIA Code of Conduct

SIGNATURE

21 November 2011

DATE