



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

**Press Release**  
**For Immediate Release**

### **IIAC Welcomes IIROC Client Relationship Model Rules**

**Toronto, March 26, 2012** – The Investment Industry Association of Canada (IIAC) welcomes the release of the new Client Relationship Model (CRM), the IIROC framework that sets out the rules and guidelines for the client-advisor relationship. The IIROC rules and guidance notes embrace four main components of the advisory business: more formal disclosure of the investment process, enhanced suitability assessment, management of conflicts of interests, and additional portfolio performance reporting.

“The broad consultation process undertaken by IIROC in the past several years, a process that actively engaged IIAC committees and working groups, has contributed to more effective and practical rules and guidance for investment advisors,” said Ian Russell, President and CEO of IIAC.

For more information, or for copies of IIAC submissions or the *IIROC Registered Investment Advisor Advantage*, please visit [www.iiac.ca](http://www.iiac.ca). For a copy of the IIROC Client Relationship Model notice, please visit [www.iiroc.ca](http://www.iiroc.ca).

#### **The Investment Industry Association of Canada**

The Investment Industry Association of Canada is a member-based professional association that advances the growth and development of the Canadian investment industry, acting as a strong, proactive voice to represent the interests of our members and the investing public. The following four areas of focus provide clear and purposeful direction for our actions and initiatives: market advancement, advocacy, profile and reputation, and member support. For more information, please visit [www.iiac.ca](http://www.iiac.ca).

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