

CHOOSING AN INVESTMENT ADVISOR

Choosing an advisor is one of the most important financial decisions you will make.

There are many options, but not all advisors in Canada offer the same range of products or services, nor do they all meet rigorous training and educational requirements. Consider the following when choosing your advisor:



The Investment Industry Regulatory Organization of Canada (IIROC) is the national self-regulatory organization which oversees all investment dealers and trading activity on debt and equity marketplaces in Canada.



IIROC sets high-quality regulatory and investment industry standards, protects investors and strengthens market integrity, while maintaining efficient and competitive capital markets.

The [Investment Industry Association of Canada \(IIAC\)](#) recommends that Canadian investors work with [our Member-firms](#)' advisors as they are all regulated by IIROC.

Here are the advantages of working with an IIROC-regulated advisor:



IIROC-regulated advisors offer a wide range of products and services, ranging from mutual funds, GICs, stocks, bonds and options to more complex alternatives.



IIROC-regulated advisors must pass financial, professional and personal background checks before they can be registered to work at IIROC-regulated firms and must fulfil mandatory continuing education requirements to stay current.



IIROC rules require firms to respond in writing to all written complaints in a timely manner. If an investor is unhappy with a firm's response, there are options to seek compensation.



In the rare case an IIROC-registered firm were to become insolvent, your cash and securities are protected—within defined limits—by the Canadian Investor Protection Fund (CIPF). The CIPF is funded by IIROC-regulated firms and their membership is mandatory.