Canadian investors are questioning their advisors’ credentials and are wondering whether they’re qualified to manage their money, say Advocis.

In the current environment, people fear anyone can set up shop and call themselves an advisor regardless of their training, education or ethics.

This puts people at risk, so Advocis is proposing the implementation of a professions model for financial advisors that will tightly regulate the use of specific titles.

It adds the title of financial advisor should be earned and should also require membership in a recognized association.

There are too many “headlines about Canadians being defrauded of their hard-earned money…because of the shady actions of someone who call themselves financial advisors,” says Greg Pollock, president and CEO of Advocis.

“We want to raise the bar and protect the wealth of Canadians by ensuring…they’re turning to someone they can trust. And if that trust is broken, [they should] have a reliable course of action.”

The model proposed would require all advisors to meet proficiency standards, regularly update their education and training, and adhere to a code of professional and ethical conduct.

Consumers could then easily access and review an advisor’s credentials and complaints history.

http://www.advisor.ca/my-practice/advisors-should-earn-their-titles-says-Advocis-108574