


REPRESENTATIONS GUIDE

Complying with your
obligations when
communicating with clients

2022 Edition



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Who is the intended audience for this guide?

You're a **representative** or a **candidate** undertaking a probationary (or training) period? You are registered as a **firm**, **independent partnership** or **independent representative (a "registrant")**? You're carrying on activities in a sector or sector class governed by the *Act respecting the distribution of financial products and services* (the "Distribution Act"), (i.e., insurance, claims adjustment, financial planning or mortgage brokerage)?

This plain-language guide sets out the main representation rules and the AMF's interpretations of them or its expectations regarding their application.

Note

Representations, advertising and client solicitation are governed by the Distribution Act and its regulations.

You have sole and absolute responsibility for complying with the Act and the applicable regulations.

While certain regulatory provisions are paraphrased in this guide, the one and only official reference continues to be the legislative and regulatory texts available on the Publications du Québec website.

This guide is not intended to provide legal advice or opinions. The lists and examples included herein are not exhaustive and are for information purposes only.

Table of contents

WHO IS THE INTENDED AUDIENCE FOR THIS GUIDE?	03
NOTE	03
1. REPRESENTATIONS	05
2. RULES FOR REPRESENTATIVES	07
2.1 The first in-person meeting with a client: mandatory information	09
2.2 First meeting with a client other than in person: mandatory information	10
2.3 Mandatory titles for representatives	12
2.4 Other information that may be indicated in representations	12
2.5 Special cases	13
2.6 Training and diplomas	16
2.7 A position in a business	17
2.8 Candidates undertaking a probationary or training period	17
3. RULES APPLICABLE TO FIRMS, INDEPENDENT PARTNERSHIPS AND INDEPENDENT REPRESENTATIVES (REGISTRANTS)	18
3.1 Mandatory information	19
3.2 Signs	21
3.3 Relationship with an insurer	21
3.4 Banners	22
4. OTHER PROHIBITED OR OPTIONAL CONTENT	23
4.1 Reference to the Autorité des marchés financiers	24
4.2 Images	24
4.3 Products and services offered	25
4.4 Business situations: Partnerships and associates	26
4.5 Work teams	27
4.6 Prohibited titles and qualifiers	27
APPENDIX	28

Representations

01

1. Representations

You start making representations the moment you introduce yourself as a representative or registrant when carrying on your activities. Representations are made not only to clients who buy products or services but to potential clients, as well.

Representations can take various forms:

- Business cards
- Advertising materials
- A website
- Explanatory brochures
- Stationery (letterhead, invoices, etc.)
- Trademarks
- Slogans
- Symbols
- Signs
- E-mail messages
- Telephone greetings
- Any other form of client solicitation

These rules apply to all your representations, regardless of the form they take or the medium used (paper, telephone, Internet, social media, etc.).

The rules must also be followed if the medium of communication is operated by a third party on your behalf. For example, if you have a website, you must ensure that the information presented on it is current, even if your site is operated by a third party.

Remember

Your representations must provide true and objective information about your activities.

Be rigorous and restrained in all your representations.

Rules for representatives

02

2. Rules for representatives

Among other things, your representations provide the clients you meet, in person or otherwise, with all the information they need to:

- Know your identity
- Know your area of practice
- Know whom you are acting on behalf of
- Contact you easily

Depending on the sector or sector class you're carrying on activities in and the representations you make, some information is mandatory and other information is specifically authorized. If you want to add information to your written representations, you must make sure it is:

- Related to your activities as a representative
- Not incompatible with those activities
- Not likely to cause confusion

2.1 The first in-person meeting with a client: mandatory information

The first time you meet with a client **in person**, you must give the client a document, such as a business card or e-mail signature, containing the following information:

2.1.1 Your name

Use your name as it appears on your certificate and in the AMF Register of firms and individuals authorized to practise.

2.1.2 Your main business address (the one appearing in the AMF Register of firms and individuals authorized to practise), business telephone number, and e-mail address, if any

The business address is the address of the place where you carry on most of your activities. If you carry on your activities primarily from home, you can indicate your home address or the address of the firm to which you are attached and where your client records are kept.

2.1.3 The name of the firm or independent partnership you're acting for or the description "independent representative," depending on your situation

Your clients must be told how you carry on business. For example, clients must know you're an independent

representative or know the name of the firm you're acting for. If you're acting in the same sector for more than one firm, give your client only the card that indicates the name of the firm you're acting for in the context of the meeting with the client.

The same rules apply in the case of your e-mail signature. If you're acting in the same sector for more than one firm, you must have a different signature for each firm you're acting on behalf of.

2.1.4 The titles under the Distribution Act you are authorized to use in respect of the firm or independent partnership for which you are acting or the titles under the Act that you are authorized to use as an independent representative, depending on your situation

If you hold a certificate in more than one sector governed by the Distribution Act, you must indicate the title corresponding to each of the sectors you're authorized to act in for the same firm.

See section 2.3 for more information about mandatory titles.



2.2 First meeting with a client other than in person: mandatory information

Even if your first meeting with a client takes place **other than in person** (e.g., by phone, video-conference or e-mail), the regulations require you to communicate the following information to the client by the selected means of communication:

2.2.1 Your full name

Use your name as it appears on your certificate and in the AMF Register of firms and individuals authorized to practise.

2.2.2 The name of the firm or independent partnership you're acting for or the description "independent representative," depending on your situation

Your clients must be told how you carry on business. For example, clients must know that you're an independent representative or know the name of the firm you're acting on behalf of. If you're acting in the same sector for more than one firm, indicate only the name of the firm you're acting for in the context of the meeting with the client.

For example, if you're acting in the same sector for more than one firm, you must have a different electronic signature for each firm you're acting on behalf of.

2.2.3 The titles under the Distribution Act that you're authorized to use in respect of the firm or independent partnership you're acting for or the titles under the Act that you're authorized to use as an independent representative, depending on your situation

If you hold a certificate in more than one sector governed by the Distribution Act, you must indicate the title corresponding to each sector in which you are authorized to act for the same firm.

See section 2.3 for more information about mandatory titles.

Please note that all such information can be sent to your client in your e-mail signature.

2.2.1

John Smith

2.2.2

Financial Security Advisor
Independent Representative

2.2.3

Cell: 514-000-0003

Office: 514-000-0000

9999, boul. Laurier, bureau 1000

Québec (Québec) G0V 000

E-mail: john.smith@mail.ca

Since your meeting with a client does not take place in person, you must send the client all the mandatory information indicated in section 2.1 of this guide in writing at the first opportunity, even if the client doesn't request it. This includes:

- Your name
- Your main business address
- Your business phone number
- Your e-mail address
- The name of the firm or independent partnership you're acting for or the description "independent representative," depending on your situation
- The titles under the Distribution Act that you're authorized to use in the circumstances

The regulations also require you to provide any client who requests it with a written document containing the information set out in section 2.1 of this guide.

Interaction of a representative with a client on a digital space

If you interact with clients on a digital space like Teams, Zoom or Facetime (to answer questions or for a specific need), **you're doing so as a representative** and must therefore communicate the same information the first time you interact with them as you would upon first meeting with them in person (i.e., your name, the titles you are authorized to use under the Distribution Act and the name of the firm or independent partnership you're acting on behalf of or the description "independent representative," depending on your situation).

2.3 Mandatory titles for representatives

The following is the list of titles you must use, as is and without alteration, based on the sectors or sector classes you carry on activities in.

Sector or sector class	Compulsory title
Insurance of persons	Financial security advisor
Accident and sickness insurance	Accident and sickness insurance representative
Group insurance of persons	Group insurance and group annuity plans advisor
Group insurance plans	Group insurance plans advisor
Group annuity plans	Group annuity plans advisor
Damage insurance	Damage insurance agent or broker, as applicable
Personal-lines damage insurance	Personal-lines damage insurance agent or broker, as applicable
Commercial-lines damage insurance	Commercial-lines damage insurance agent or broker, as applicable
Claims adjustment	Claims adjuster
Claims adjustment in personal-lines damage insurance	Claims adjuster in personal-lines damage insurance
Claims adjustment in commercial-lines damage insurance	Claims adjuster in commercial-lines damage insurance
Financial planning	Financial planner or the abbreviation "F. Pl."
Mortgage brokerage	Mortgage broker

2.4 Other information that may be indicated in representations

2.4.1 Titles authorized by the CSF or ChAD

The Chambre de la sécurité financière ("CSF") has exclusive jurisdiction to authorize a representative in insurance of persons or a representative in group insurance to use the title of "chartered life underwriter" and the abbreviation "C.L.U." or the title of "registered life underwriter" and the abbreviation "R.L.U.". Likewise, the Chambre de l'assurance de dommages ("ChAD") has exclusive jurisdiction to authorize a damage insurance broker to use the title of "chartered insurance broker" and the abbreviation "C.I.B." or the title of "associate insurance broker" and the abbreviation "A.I.B.".

You may use these titles or their abbreviated forms if so authorized by the applicable *Chambre*.

2.4.2 Special designation

A special designation is an authorization that is granted to you as a representative carrying on activities under the Distribution Act. It appears on your certificate.

Representatives with a special designation on their certificate may use the exact name of the designation but may not create a title for themselves out of the designation.

The two special designations are:

- Designation C - Special brokerage
- Designation E - Claims adjustment in respect of policies purchased through the firm for which the representative acts

2.5 Special cases

2.5.1 You act in more than one sector for more than one firm

Introduce yourself to a client by stating the name of the firm you're acting for in the context of the meeting and the titles you're authorized to use when acting for that firm.

If you are carrying on activities in more than one sector for more than one firm, clearly indicate, for each firm, the sectors you're authorized to act in.

For example, it is recommended that you use a different business card or e-mail signature for each firm. Where it is appropriate and does not cause confusion, you can also use the front and reverse sides of the same card or a signature in which there is a clear separation between the information relating to each firm.

For example, you can use the front side of a card to indicate the sectors you're acting in for firm A and the reverse side to indicate the sectors you're acting in for firm B. See the Appendix for another example.



Front



Back

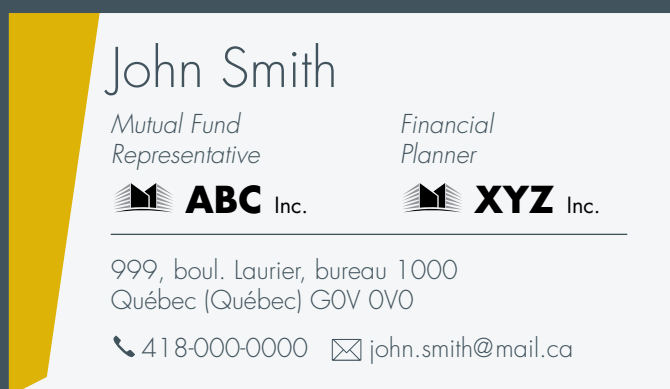
2.5.2 You also carry on securities activities

If you carry on activities in a sector governed by the Distribution Act and also carry on securities activities, you can indicate it in your representations.

You will generally use two business cards and two electronic signatures.

It is also possible to use only one business card or one e-mail signature for both of these activities. If you do, the information relating to the sector governed by the Distribution Act and the information relating to securities activities must be given equal prominence.

For example, when referring to the same card, the client finds the information relating to your securities activities on one side and the information relating to your activities in the sector or sectors governed by the Distribution Act on the other side.



2.5.3 You have another occupation that is not governed by the Distribution Act

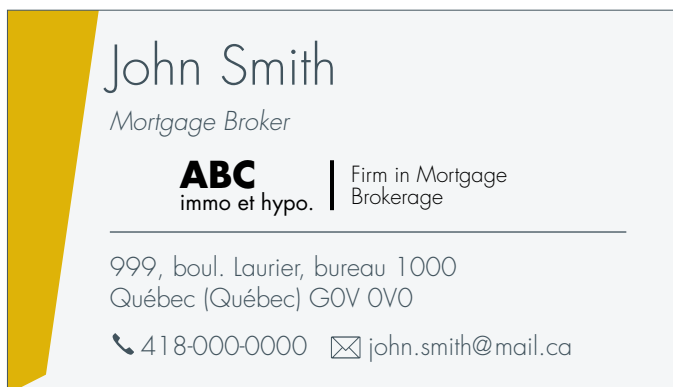
If, in addition to carrying on activities as a representative under the Distribution Act, you carry on activities that are not governed by the Act, you cannot mention the activities not governed by the Distribution Act in your representations as a representative, except in certain situations. Your written representations must contain elements that not only relate to your activities as a representative but also do not cause confusion and are not incompatible with those activities. Your representations cannot be used to carry on activities related to another occupation if you have more than one occupation.

As indicated in section 2.6, you may, under certain conditions, use a title associated with training you have taken or a diploma you have obtained.

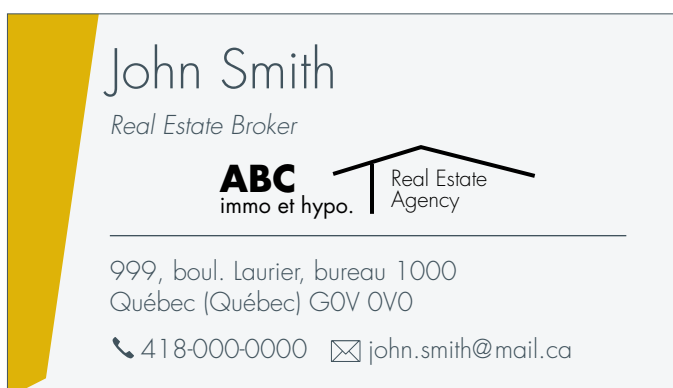
2.5.4 You are also a real estate broker

If you work as both a mortgage broker and a real estate broker **for the same business** (firm or agency), it is preferable to have two separate representations.

However, indicating your real estate broker title in the representation you use in your activities as a mortgage broker is acceptable, but only in cases where you're carrying on both activities for the same business (firm or agency). Ideally, the information relating to each activity should be kept separate (e.g., on the front and reverse side of the card) to avoid confusion. You are responsible for checking with the OACIQ to ensure compliance with its rules.



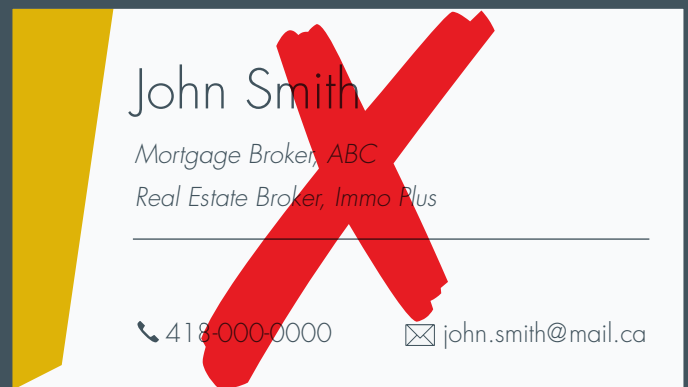
Front



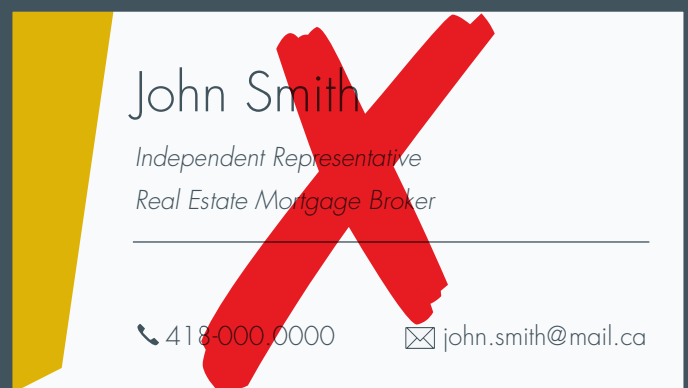
Back

Note

If you're carrying on activities as a mortgage broker and a real estate broker for different businesses, your mortgage broker business card must not indicate your real estate brokerage services. In other words, if you're acting as a mortgage broker for a firm that is not the agency you're working for as a real estate broker, you cannot use the same representation for both activities.



Reminder: A mortgage broker must use the title of "mortgage broker" without alteration. A title cannot be created from two existing titles.



2.6 Training and diplomas

Your representations can be used only when carrying on activities as a representative. However, you may, **under certain conditions**, use a title associated with training or a diploma you have completed.

In addition to the mandatory titles and the titles you are expressly permitted to use, your representations can, under certain conditions, also indicate the training and diplomas you have completed and the titles you hold by virtue of that training or those diplomas. Note that, for the AMF, professional development and educational upgrading do not qualify as training that may be indicated.

Indicating your training and diplomas is permitted **if the following three conditions are met**:

1. The description is not likely to cause confusion
2. The training and diplomas are related to the pursuit of activities as a representative
3. The training and diplomas are not related to an occupation that is incompatible with those activities

This permission does not extend to the use of titles that you would not otherwise be allowed to use.

For example, your business card can include the following titles, as they satisfy the three conditions above:

- Conseiller agréé en avantages sociaux (C.A.A.S.) (Certified Employee Benefit Specialist)
- Chartered Insurance Professional (CIP)
- Fellow Chartered Insurance Professional (FCIP)

However, **you may not indicate** the following titles (This list is not exhaustive):

- Certified Human Resources Professional (CHRP)
- Bachelor in Industrial Relations
- Certified Financial Services Advisor (CFSA)
- Universal Life Insurance Specialist
- Chartered Mortgage Broker

See the Appendix for other examples.

A business card for John Smith, an Independent Representative, Financial Security Advisor, and Certified Employee Benefit Specialist (C.A.A.S.). The card features a yellow vertical bar on the left side. The contact information includes the address 999, boul. Laurier, bureau 1000, Québec (Québec) G0V 0V0, the phone number 418-000-0000, and the email john.smith@mail.ca. The card is also registered with the Autorité des marchés financiers under certificate No. 111111.

John Smith
*Independent Representative
Financial Security Advisor
Certified Employee Benefit
(C.A.A.S.)*

999, boul. Laurier, bureau 1000
Québec (Québec) G0V 0V0
☎ 418-000-0000 ✉ john.smith@mail.ca
Autorité des marchés financiers certificate No.: 111111

2.7 A position in a business

A position is a hierarchical job title held or a role played by a person within a business. A position is not a title within the meaning of these rules.

A position is an objective fact. For example, a representative may have the position of "Team Lead," "Sales Manager," "Compliance Manager," and so forth.

Representative who hold such positions can mention them.

Note: Some businesses reward their employees with "honorary titles" or give them position or function titles that do not reflect reality. For example, if an employee has acquired seniority and starts using the title of "Manager" when, in fact, the employee does not manage the business or a business unit, then that title cannot be used in the employee's representations.

See examples in the Appendix.

2.8 Candidates undertaking a probationary or training period

A candidate undertaking a probationary or training period (the "trainee") must always present him or herself publicly as a trainee.

Upon **first meeting a client in person**, the trainee must give the client a document, such as a business card, indicating:

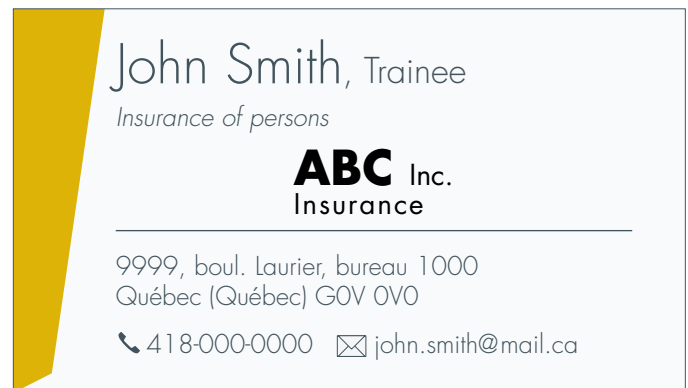
- His or her full name
- His or her work address, work telephone number and e-mail address, if any
- The sectors or sector classes he or she is authorized to act in
- The name of the registrant he or she is acting on behalf of
- The title of trainee

If the trainee deals otherwise than in person with the client, he or she must give the client the following:

- His or her full name
- The name of the registrant he or she is acting on behalf of
- The title of trainee

The first time a trainee sends other documents, he must send any client who requests it the document given to clients when first meeting them in person.

The rules of this guide apply, with the necessary modifications, to the trainee's representations.



Rules applicable to firms, independent partnerships and independent representatives (registrants)

03

3.1 Mandatory information

In their representations, registrants must:

- Use their name or, where applicable, the other names they use in Québec when carrying on their activities
- Indicate the title under which they carry on activities
- Not use elements that are likely to cause confusion (trademark, slogan, symbol, etc.)

3.1.1 Name

Registrants must use their name (or the other names used in Québec, if any) as it appears in the AMF *Register of firms and individuals authorized to practise*.

For example, if the only name in the AMF *Register of firms and individuals authorized to practise* is “ABC Financial Services,” the registrant cannot use “ABC & Sons Financial Services”.

Registrants must provide the AMF with all the names they intend to carry on activities under in Québec. They must notify the AMF of any change in this regard within 30 days of such change.

3.1.2 Titles

Independent representatives must indicate the title or titles under the Distribution Act that they’re authorized to use and the description “independent representative.” See Section 2 for more information.

Firms and independent partnerships must indicate the title or titles they carry on activities under, without altering them.

See the Appendix for an example.

Sector	Titles
Insurance of persons	Firm in the insurance of persons Firm in the brokerage of insurance of persons (under certain conditions; see sections 14.2 and 14.3 of the Regulation respecting the registration of firms, representatives and independent partnerships (the “Regulation”)) Independent partnership in the insurance of persons
Group insurance of persons	Firm in the group insurance of persons Firm in the brokerage of group insurance of persons (under certain conditions: see sections 14.4 and 14.5 of the Regulation) Independent partnership in the group insurance of persons
Damage insurance	Damage insurance agency Firm in damage insurance or damage insurance brokerage firm Independent partnership in damage insurance
Claims adjustment	Firm in claims adjustment Independent partnership in claims adjustment
Financial planning	Firm in financial planning Independent partnership in financial planning
Mortgage brokerage	Firm in mortgage brokerage Independent partnership in mortgage brokerage

The title “firm in the brokerage of financial services” may also be used if the firm satisfies the conditions set out in at least two of the following provisions: those in the third paragraph of section 75 of the Distribution Act and those in sections 14.2 to 14.5 of the Regulation respecting the registration of firms, representatives and independent partnerships.

Instead of using the titles in the table above, firms and independent partnerships can use the title “financial services firm” or “independent partnership in financial services,” respectively, if they are registered in at least two sectors under the Distribution Act. A firm registered as a damage insurance agency, however, must also use the title “damage insurance agency.”

A firm that is registered in a sector under the Distribution Act and is also registered as a dealer in group savings plans or as a dealer in scholarship plans under the *Securities Act* can also use the title “financial services firm.” A firm registered as a damage insurance agency, however, must also use the title of “damage insurance agency.”

3.1.3 Address

When indicating your business address in your representations, you must use the address that appears in the AMF Register of firms and individuals authorized to practise.

3.1.4 Website address

Your website address (the information that follows “http://”) must be associated with one of the names disclosed to the AMF that you do business under. The address must not cause confusion.



3.2 Signs

If a firm operates more than one establishment, the sign placed inside any establishment must indicate, at a minimum, the name of the firm and the title or titles under which it carries on activities at the establishment. A sign could also contain all the titles under which it carries on activities, irrespective of the branch.

With the exception of the outdoor sign only:

Where, as is often the case, sign space is limited, it is acceptable for the outdoor sign not to include the titles the firm carries on activities under. In such a case, indicating the name of the firm is sufficient.

Example

The firm ABC carries on activities in damage insurance at its branch at address X and in insurance of persons at its other branch at address Y.



Address X



Address Y

3.3 Relationship with an insurer

Registrants in insurance of persons or group insurance of persons that offer the products of one particular insurer must include the insurer's name and logo in its representations, subject to the same conditions as in Section 4.4, while adding "Authorized distributor of...", for example.

See the Appendix for an example.

Specific rules apply to registrants in damage insurance, since damage insurance agencies and damage insurance brokerage firms must make certain disclosures on their websites and in their written communications with clients.

For more information, refer to the AMF website, under the "[Damage insurance agency and damage insurance brokerage firm](#)" tab.

3.4 Banners

If you work under a banner as an independent representative, for example, you must clearly inform your clients of this fact. Representations should not cause confusion.



John Smith
*Financial Planner
Financial Security Advisor
Group Insurance and
Group Annuity Advisor*

Independent Representative
In partnership with

COUPALO Inc. 
Financial Services Firm
www.coupalo.com

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Tel. 418-000-0000 Toll-free 1-877-000-0000
Fax 1-888-000-0001 john.smith@mail.ca

See the Appendix for another example.

Firm staff who do not hold a certificate

Section 12 of the Distribution Act states that "[...] no person may act as or purport to be a representative without holding the appropriate certificate issued by the Authority."

Therefore, staff of insurance companies, deposit institutions, lenders, firms, independent partnerships or independent representatives, among others, who do not hold a representative's certificate cannot use titles such as "financial security advisor," "mortgage broker" or "damage insurance agent." Moreover, such staff cannot use titles similar to the title of financial planner, such as "personal finance consultant" or "financial coordinator." See in this regard the Regulation respecting titles similar to the title of financial planner.

Accordingly, no person can use any of the titles without holding the appropriate certificate from the AMF.

Other prohibited or optional content

04

4.1 Reference to the Autorité des marchés financiers

Use of the AMF logo is prohibited.

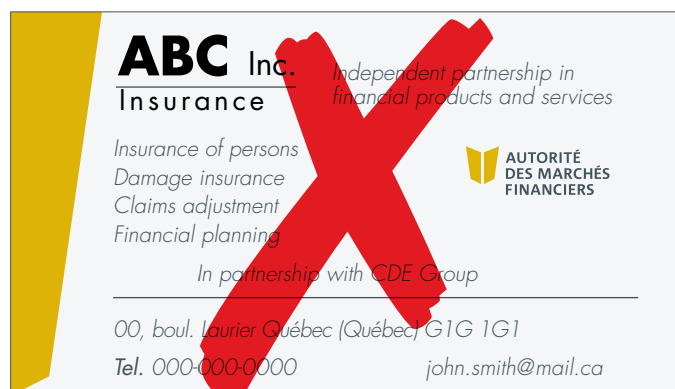
You cannot claim that the products or services offered or the acts performed by you in connection with your activities are approved by the AMF.

No person may claim to have any relationship, association or other type of connection with the AMF. For example, it is prohibited to use the expression “Autorité des marchés financiers partner.”

However, you can give your registration number or your certificate number issued by the AMF. You can also refer to the AMF’s register using a hyperlink.

You must therefore exercise caution.

See the Appendix for other examples.



4.2 Images

Your representations can include a photograph, drawing or logo provided the image chosen is not likely to cause confusion (see section 4.5 for an example).

An image can cause confusion if, for example, it leads clients to confuse one representative or firm with another or to mistakenly believe that representatives are associated or that a representative is attached to a firm.

The image chosen could also cause confusion if it is visually more prominent than other information and therefore obscures that other information.

4.3 Products and services offered

Representations can include a description of the products and services you offer.

However, you must refrain from making a representation that is likely to cause confusion or that:

- States your income or financial performance
- Appears to promise results you are unable to obtain
- Uses a visual image or phrase that may cause confusion, such as a trademark, slogan or symbol

You also must not provide inaccurate or incomplete information about your product or service.



Obviously, you must not make representations that are false, misleading or deceptive.

The following are examples of statements you cannot make in your representations concerning the products and services you offer:

- "The most advantageous RRSP loan program by far"
- "Borrow at an unbeatable interest rate"
- "We offer the best prices on insurance!"
- "The most innovative, efficient and attractive investment solutions on the market"
- "Approval of RRSP loans guaranteed"
- "We'll help you maximize your wealth."

You must not make representations about a product or service if you yourself are not registered in the sector in which you would be authorized to offer the product or service, even if one of the representatives acting on your behalf is certified with another firm in that sector.

See the Appendix for another example.

Mortgage brokerage – posting interest rates

In mortgage brokerage, the interest rates quoted in all your advertising, representations or client solicitations must comply with all the applicable rules. In advertising materials, for example, you cannot indicate an interest rate without clearly and legibly stating that conditions apply in order to benefit from such a rate, if that is the case. Otherwise, the AMF could consider the advertisement or representation misleading or deceptive.

Moreover, when you display an interest rate and identify the lender offering the rate, you must do so with the lender's authorization.

4.4 Business situations: Partners and associates

Your representations can indicate your business relationships, including the name of a business partner or associate.

The partnership must have a connection with the financial products and services you are authorized to offer. Membership in or partnership with an association or business that has no connection with the activities you are authorized to carry on under the Distribution Act should not be indicated.

If you indicate the name of a partner who is registered in different sectors than ones you are registered in, you must not indicate those sectors. Indicate only the sectors you are registered in.

Your representations must not suggest, for example, that you're attached to a firm if you are not attached to it. Accordingly, an independent partnership that partners with a firm should ensure it does not convey the impression of being attached to the firm. In this situation, the documentation sent to clients should not be in the name of the partner firm, but the partnership could be indicated.

The following are examples of permitted designations:

- ... partner firm
- Independent representative in partnership with ...
- Independent partnership in partnership with ...
- Associate of ...

See the Appendix for other examples.

John Smith

ABC
Insurance & Associates

Group insurance of persons
Financial planning

In partnership with CDE Group


*Independent partnership
in financial services*

2640, boul. Laurier, Québec (Québec) G1G 1G1
Tel. 418-000-0000 Fax 418-000-0001

For example, the following description would be permitted: "John Smith, mortgage broker, independent representative, in partnership with mortgage brokerage firm ABC." In this example, Mr. Smith should ensure that the partnership is clearly indicated and that no one might think that he is attached to or works for ABC.

Mr. Smith,
Mortgage Broker, Independent Representative

Partner of:

 **ABC** Firm in Mortgage Brokerage

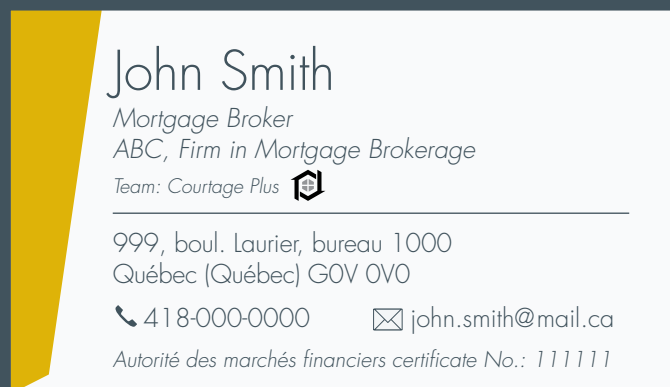
999, 2^e Avenue, La Pic (Québec) G1G 1G1
Tel.: 000-000-0000 info@ABC.ca
Fax: 000-000-0001 ABC@ABC.com

4.5 Work teams

Sometimes representatives work together on a team within a firm. You can indicate this fact in your advertising and representations.

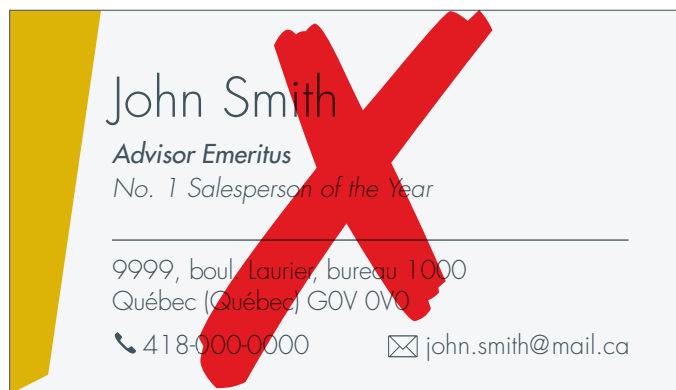
However, the name of the team must not be visually more prominent than the name of the firm.

For example, at the mortgage brokerage firm ABC, Ms. Larose and Ms. Deshaies work with Mr. Latulipe and Mr. Smith. Their team is called "Courtage Plus." They can mention the name of the team on their business cards or in their e-mail signatures.



4.6 Prohibited titles and qualifiers

Your representations must indicate only the titles you are authorized to use. They must appear as is, without alteration. You cannot add qualifiers such as "emeritus," "senior," "top class," "renowned," "expert" or "specialist."



The following is a non-exhaustive list of "titles" you cannot use:

- Expert
- Advisor emeritus
- Financial advisor
- Financial coordinator
- Private wealth manager
- Independent financial security advisor
- Insurance broker for Canadian citizens and residents
- Insurance specialist
- Senior representative
- Mutual fund representative in the province of Québec
- Financial strategy and investment advisor
- Advanced wealth management and estate planning specialist

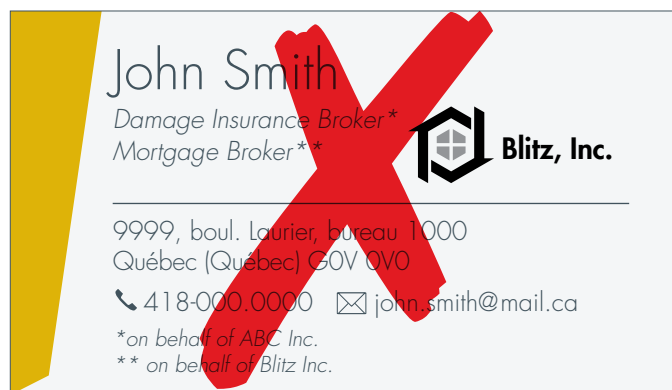
Appendix

Other examples of business cards and e-mail signatures

This appendix covers additional examples of business cards and e-mail signatures. These examples can be carried over to other types of representations. The title of each example contains a link to the corresponding section of the guide.

2.5.1 You act in more than one sector for more than one firm

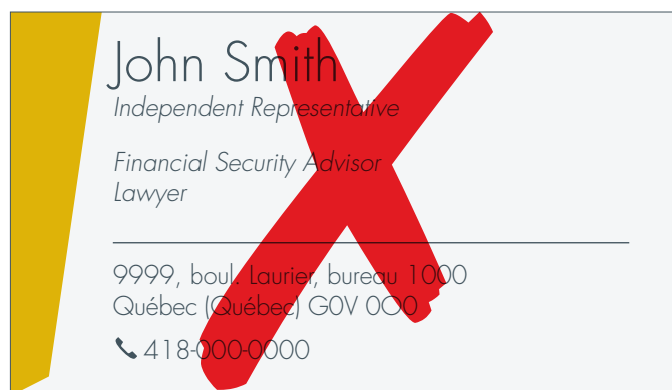
It is recommended that you use a different business card (or e-mail signature) for each firm. Where it is appropriate and does not cause confusion, you should also use the front and reverse sides of the same card or an e-mail signature in which there is a clear separation between the information relating to each firm.



2.6 Training and diplomas

Indicating the title “lawyer” is prohibited. The exercise of the profession of lawyer is incompatible with the pursuit of activities as a representative.

However, Mr. Smith could indicate that he holds a bachelor of laws by adding the letters “L.L.B.” after his name.



Indicating the acronym “CHRP” is prohibited. This title is not related to the pursuit of activities as a representative and is likely to cause confusion. Moreover, the title “Financial Strategy and Investment Advisor” is not authorized.

Also, this card contains neither the representative’s main business address nor a title that he is authorized to use.



2.7 A position in a business

Representatives who hold a hierarchical position within a business can mention it on their business cards or in their e-mail signatures.

Mr. Smith is a mortgage broker. He does not lead a team and does not assume any of the responsibilities typically assigned to a manager. He only obtained the title of manager because he had 10 years of seniority within the firm ABC. Adding the title of manager, in this case, is prohibited.

John Smith, *Team Lead*
Mortgage Broker
Firm ABC

9999, boul. Laurier, bureau 1000
Québec (Québec) G0V 0O0
Cell: 418-000-0000
john.smith@mail.ca

John Smith, *Manager*
Mortgage Broker
Firm ABC

9999, boul. Laurier, bureau 1000
Québec (Québec) G0V 0O0
Cell: 418-000-0000
john.smith@mail.ca

3.1.2 Titles

Firms and independent partnerships can use the title “financial services firm” or “independent partnership in financial services,” respectively, if they are registered in at least two sectors under the Distribution Act.



ABC Insurance Inc.
Financial Services Firm

*Life insurance, Accident/sickness
Financial planning*

00, boul. Laurier
Québec (Québec) G1G 1G1
☎ 000-000-0000

3.3 Relationship with an insurer

Registrants in insurance of persons or group insurance of persons that offer the products of one particular insurer must include the insurer's name and logo in its representations, subject to the same conditions as in Section 4.4, while adding “Authorized distributor of...”, for example.

ABC Insurance
Firm in insurance of persons

Authorized distributor of:



*La Belle-rive
Insurance Company*

00, boul. Laurier
Québec (Québec) G1G 1G1
☎ 000-000-0000

3.4 Firm staff who do not hold a certificate

In this case, Mr. Smith cannot mention in his e-mail signature that he is a damage insurance agent or representative because he is not certified as such by the AMF.

John Smith, *Administrative Assistant*
Representative in Damage Insurance
Coupalo, Damage Insurance Agency
900, boul. Laurier, bureau 1000
Québec (Québec) G1V 2H3
418-999-9999
john.smith@mail.ca



4.1 Reference to the Autorité des marchés financiers

Representatives who wish to inform their clients that they hold a certificate from the AMF should only indicate the certificate number, as shown here.

John Smith, *Independent Representative*
Mortgage Broker
9999, boul. Laurier, bureau 1000
Québec (Québec) G0V 0V0
☎ 418-000-0000 ✉ john.smith@mail.ca
Autorité des marchés financiers certificate No.: 111111

The description “duly registered with the Autorité des marchés financiers” is prohibited.

Registrants who want to inform their clients that they are registered with the AMF should only indicate the certificate number.

ABC Inc. *Independent partnership in financial products and services*
Insurance
*Insurance of persons
Damage insurance
Claims adjustment
Financial planning*
Duly registered with the Autorité des marchés financiers
Partnership in association with CDE Group
00, boul. Laurier Québec (Québec) G1G 1G1
Tél. 000-000-0000 john.smith@mail.ca




4.3 Products and services offered

The description “No. 1 salesperson of the year” is prohibited. Representatives must refrain from stating their financial performance.

Moreover, using the title “Advisor” is not allowed. Mr. Smith must use the title that he is authorized to use and indicate either the name of the firm he is acting for or “independent representative”, depending on his situation.

John Smith, *Advisor*
No. 1 Salesperson of the Year
9999, boul. Laurier, bureau 1000
Québec (Québec) G0V 0V0
☎ 418-000-0000 ✉ john.smith@mail.ca



4.4 Business situations: Partners and associates

It is possible to indicate a business relationship, such as the name of a business partner or associate, in your representations when the partnership or association is related to the offering of financial products and services authorized by the AMF.

The following representation is non compliant because the name of the partner firm is more prominent than that of the firm with which the client does business. This representation causes confusion.

