

## Key

	The Standards for the Code of Professional Conduct for Financial Advice Services
	The Client Service Standards Statement wording
	An explanation for what is required from your Advisers when giving Financial Advice

“The Code”		“What we Mean”	“What we Expect”	
Standards	Client Commitments	Internal Statement	Internal Service Expectation	Internal Service Levels and Standards
<b>STANDARD 1 - Treat Clients Fairly Respect</b>	We will listen carefully to you and together we will discover your needs.	We always focus on the clients’ needs, asking probing questions to discover the true need. We will use the appropriate fact finder/ discovery document (by segment) to help facilitate the discovery process. Appropriate authorities & proposals will be completed as required. The fact finder/ discovery/ authority/ proposal documents can be accessed in our document library.	The fact finder/ discovery document will be retained in Ferret in the client file, with your notes on recommendations made, and any feedback from clients on your recommendations promptly following any client meeting. Authority to quote, letter of appointment or proposal will be completed and provided as appropriate.	We expect our clients to be treated with respect and that means: Returning client phone calls, messages or emails promptly (typically within the same business day), even if it is to confirm when you will have a full response. These must be recorded in your call logs/ file notes with the client file. New prospects must be promptly entered into Eglobal as a prospect once you have adequate information to document them as an opportunity, the process must then be updated in the system as it progresses.
<b>STANDARD 2- Act with Integrity</b>	We will only recommend business solutions (products or services) that meet your needs.	We will focus our efforts on recommending business solutions that meet needs. We will not seek to upsell products or services that are not required or appropriate. We never inertia sell.	Your recommendations and file notes to be captured in the client file promptly following every client meeting or discussion.	Where practical, we expect you to agree a timeframe for your recommendations if it is not completed in the first meeting. Client recommendations will be either made or confirmed in writing within the timeframe agreed above, or your modification of the timeframe with reasons will be made to the client and noted in your file.
<b>STANDARD 3 - Give Advice that is suitable</b>	We will explain to you why we recommend any business solution (product or service) before you purchase.	Take the time to explain to the client why you are recommending a business solution (product or service) and confirm they understand how that business solution will meet their needs.	Ensure any details of the conversation and client feedback are saved in the client file promptly following any client meeting.	

“The Code”		“What we Mean”	“What we Expect”	
Standards	Client Commitments	Internal Statement	Internal Service Expectation	Internal Service Levels and Standards
<b>STANDARD 4 – Ensure that the Client understands the Financial Advice</b>	Our communication will be clear and concise, and it will outline our discussions and agreements.	We will produce a “confirmation letter” upon agreement of the business solutions that will form part of the renewal or new business offer. This letter will outline any recommendations not taken up by the client.	The documents to be produced for every renewal or new business offer and saved in the client file at the time of sending to the client.	A process for renewals is found here for each of our client segments (add hyperlink) that must be used in each case. The pre-renewal and documentation standards are different for each segment.
	We will always provide a disclosure statement about your advisor and Commercial & Rural Insurance Ltd.		We will always have our disclosure documents up to date and on our website with link included in our emails and referred to in any advice summary or offer of insurance. Additional disclosure will include the document “Important Client Information”	Maintain current disclosure document links. Include link to “Important Client Information” document.
<b>STANDARD 5 – Protect Client Information</b>	We will protect the information you give us, and only use it for the reasons we collected it.	We are bound by the Privacy Act for the management of personal information, but the same standard should apply to all information provided to us, or gathered by you, relating to the client.	Client data is to be safely and securely stored either in Eglobal or Ferret client documents. Client paper files (if any) are to be securely stored in the office and not to be taken home. Portable devices that are removed from the office are password protected and client information is held on secure server.	Our client files will be audited to ensure compliance with our expectations.