

# Our Commitment to You – Lifting the Bar on Quality Advice and Professional Practice

Centric Wealth's driving ambition is to be the leading professional wealth management advisory group in Australia.

This means we strive to provide clients with the highest quality advice available in Australia. For this reason, we have lifted the bar and developed and committed publicly to the **Centric Wealth Professionalism in Financial Advice Standards**.

These Standards, and what they mean to you, are outlined below:

## Provision of the highest quality advice and service

- All significant advice (new advice and significant reviews) is signed off by a Certified Financial Planner (CFP), or equivalent as approved by the newly established Professional Standards and Ethics Committee. The CFP mark is the globally recognised certification for financial planners
- The Financial Planning Association (FPA) Professional Practice Standards are adopted by all Centric Wealth Financial Planning Advisers and advisory staff
- The [Centric Wealth Professional Promise](#) is signed annually by all Financial planning advisers, advisory staff and management
- The Centric Wealth Client Advisory Board, commencing in February 2011, will advise on changing client needs and opportunities to ensure our advice and services remain relevant to your needs





### Shared ethical values that demand the highest standards of behavior and practice

- Since inception, Centric Wealth has acknowledged and embraced the core tenets of a fiduciary/professional obligation to its clients, in particular the principle of client first
- Centric Wealth is a Principal Member of the FPA and is bound to the FPA's code of ethics
- All Centric Wealth Financial Planners, advisory staff and management are individual members of the FPA
- The Centric Wealth Professional Promise, together with our Principles of Professional Practice incorporating the FPA Code of Ethics and Code of Professional Practice are committed to annually by all financial planning staff, which demands the highest professional conduct in Australia

### Recognised higher education, learning, competency and expertise

- All new Financial Planning adviser recruits:
  - Are CFP qualified or
  - Are committed to completing CFP qualifications within five years of commencement, or
  - Have relevant qualifications (as approved by the Professional Standards and Ethics Committee) such as Chartered Accountant or CPA with an acknowledged specialisation in financial planning and demonstrated experience as a financial planning practitioner
- Along with relevant industry qualifications all new Financial Planning Adviser and Associate Adviser recruits must have (or be committed to completing) minimum tertiary qualifications within five years
- Continued professional development minimums are set at the highest level in Australia for ongoing CFP qualification/status
- All new adviser recruits are interviewed and reviewed by a Centric Wealth Adviser panel on technical competency, quality of advice, professional practice, ethical standards and specialist advice skills
- All Associate Advisers transitioning to Advisers must first complete the Professional Internship Program





### Providing all clients with impartial and transparent advice, services and fees

- Our policy is to provide advice that cannot be influenced by remuneration paid by product providers. For this reason, we elect to be paid a fee for our services rather than receive commissions or brokerage from third parties, such as fund managers. In instances where this is not possible, we either:
  - Rebate to the client or (where this is not possible)
  - Offset the commission or brokerage against the fee charged to the client and disclose accordingly
- We do not charge a fee to fund managers or institutions to include a product on our approved products list. We only include quality products that we believe will deliver the best client outcomes
- Our policy applies to both new and existing clients

### Rigorous governance and external monitoring of our professional standards framework

- The Centric Wealth Limited Board comprises majority non-executive director representation
- Non-Executive Directors chair all key governance committees
- Centric Wealth's Professional Standards and Ethics Committee monitors and assesses adherence to the Centric Wealth Professionalism in Financial Advice Standards. The Committee is chaired by Non-Executive Director Chris Cuffe and includes representation from an external expert from another established profession, such as the Law.

