**FIN 4203**

**Individual Activities**

**Week 5**

Student Name: SYED ADNAN

Student ID: C0908413

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You have to visit the websites of three registered representatives and study their sales advertisements.

Please write a onepage summary (facts, analysis, and conclusion) about any suspected violation of IIROC rules.

The review of the sales advertisements for three registered representatives reveals some practices that may contravene the IIROC rules. Below are the summarized facts observed.

**1. Observed Facts:**

Personal Testimonials: One representative prominently displayed client testimonial praising the advisor's financial guidance and ethical investing. The IIROC rules limit the use of client testimonials because such may imply guaranteed results to prospective customers.

Guarantee-like language: Another ad was found to have claimed it would give "complete peace of mind" and "ultimate success" with their way of investing, which could be perceived as implicit assurance of success. In this regard, IIROC does not allow any type of promise or guarantee about the results of an investment.

Unbalanced Claims: The first flyer was all about success stories with exaggerated expression like "over $5 billion managed" and a team's long experience in the field without expressing associated risks.

**2. Analysis:**

Testimonials: Since testimonials imply guaranteed success, it is considered misleading to the client. Thus, IIROC does not permit their use.

Implied Guarantees: Words and phrases implying guaranteed results can create false expectations.

Emphasis on Past Success: The presentation of superior past performance without appropriate disclaimers is likely to mislead clients about the future outcome.

**3. Conclusion:** These ads potentially violate IIROC rules by using testimonials, implied guarantees, and unbalanced claims. Clear, compliant language is needed to protect client interests and maintain transparency.

**References:**

1. RBC Wealth Management. (n.d.). Ascendant Wealth Partners. https://ca.rbcwealthmanagement.com/web/ascendant.wealth/?\_gl=1qqi47a\_gcl\_auMTQ1ODcxNjQuMTczMDM4MjI1NA..\_gaNDQ3MzE1NDI2LjE3MzAzODIyNTg.\_ga\_B090R41779MTczMTE3NTQwNi4zLjEuMTczMTE3NTY3My42MC4wLjA

2. RBC Wealth Management. (n.d.). Serina Lam. https://ca.rbcwealthmanagement.com/web/serina.lam/?\_gl=1629tbi\_gcl\_auMTQ1ODcxNjQuMTczMDM4MjI1NA..\_gaNDQ3MzE1NDI2LjE3MzAzODIyNTg.\_ga\_B090R41779MTczMTE3NTQwNi4zLjEuMTczMTE3NTUxMS4yMi4wLjA

3. RBC Wealth Management. (n.d.). Sameer Azam. https://ca.rbcwealthmanagement.com/web/sameer.azam/?\_gl=1qpbaov\_gcl\_auMTQ1ODcxNjQuMTczMDM4MjI1NA..\_gaNDQ3MzE1NDI2LjE3MzAzODIyNTg.\_ga\_B090R41779MTczMTE3NTQwNi4zLjEuMTczMTE3NTUwNC4yOS4wLjA