



**Knowledge Bureau**<sup>®</sup>  
Excellence in Financial Education

## 2016 STANDARDS OF CONDUCT AND REQUIREMENTS FOR LICENSING AND CONTINUED USE OF CERTIFICATION MARKS

The Knowledge Bureau offers two certification marks, the **Master Financial Advisor**<sup>™</sup> and the **Distinguished Financial Advisor**<sup>™</sup>, signifying the attainment of mastery and a defined standard of excellence in a field of specialization you have chosen to enhance your professional practice.

**Eligibility.** Successful designates complete six 30-hour online certificate courses in their chosen field of specialization. Alternatively, successful designates may complete the FastTrack program, consisting of three exemption exams, three 30-hours online certificate courses and attendance at three Distinguished Advisor Workshops.

**Leadership.** Designates are trained in the Real Wealth Management<sup>™</sup> framework, which teaches a strategy and process to enhance joint decision-making with clients and an inter-advisory team of professionals, in the area of tax planning, financial planning and wealth management; each focused on the accumulation, growth, preservation and transition of sustainable family wealth.

**Annual License.** Designates are granted the permission to use The Knowledge Bureau's Certification Marks behind their name, on their business cards and letterhead. This license for use must be renewed annually by following the Standards of Conduct, specified below.

### STANDARDS OF CONDUCT

Within their chosen field of specialization, **Distinguished Financial Advisors** and **Master Financial Advisors** practice with the highest skills for obtaining accountable results with their clients, through a consistent client experience, deep and current technical knowledge, as well as exemplary standards of professional conduct. Required are the following:

- Mastery:** Successful completion of the six required courses (180 hours) within the specialized field of service studied by the designate, FastTrack or Blending Learning Programs.
- Ethics:** Good standing under the requirements of all other professional designations and licenses held by the designate; including no criminal convictions or any unethical conduct.
- Continued Professional Development:** At least 12 hours of study with the Knowledge Bureau, annually. Verifiable and non-verifiable credits are acceptable as described below:

**Qualifying Programs:** Designates may choose from the following Calendar to assist with fulfilling their continuing education updating requirements. Enter the Virtual Campus through the Student Logon to automatically obtain preferred tuition fees for prior graduates and see the VIP Lounge for VIP rates for prior designates.

## KNOWLEDGE BUREAU CALENDAR OF EDUCATIONAL OFFERINGS

### A. Verifiable Credits

<b>KB 24/7: ONLINE CERTIFICATE COURSES</b>	Start anytime. Preferred client discounts are available automatically with logins. <b>(30 CE/CPD credits per course)</b>
<b>FREE TRIAL MODULES</b>	Prepare a chapter of 6 selected introductory and new courses. <b>(2 CE/CPD Credits per trial)</b>
<b>DISTINGUISHED ADVISOR WORKSHOPS (DAW)</b>	Full day session offered in January, May and October in Winnipeg, Calgary, Vancouver and Toronto. <b>(10 CE/CPD Credits; 30 credits with online course)</b>
<b>DISTINGUISHED ADVISOR CONFERENCE (DAC)</b>	The DAC occurs annually around the Remembrance Day Long Weekend. Limited numbers of free registrations are available to designates in their year of graduation. <b>Grad cut-off: Dec 15. (Up to 15 CE/CPD Credits—varies annually)</b>
<b>B. Non-Verifiable Credits</b>	
<b>EVERGREEN EXPLANATORY NOTES</b>	Stay Up to Date with this comprehensive, tax research library subscription service and electronic planning tools. <b>(12 CE/CPD credits for annual subscription)</b>
<b>KNOWLEDGE BUREAU TOOLKIT</b>	Meet compliance requirements with 14 calculators that document the client relationship experience and provide tax-efficient solutions to trigger questions about life, financial and economic events in your clients' financial decision-making <b>(12 CE/CPD credits for annual subscription)</b>

### CE/CPD TIMELINES AND LAPSE REMEDIES/PENALTIES

To maintain the right to use the certification marks earned with the Knowledge Bureau, these Standards of Conduct must be met annually **by calendar year end.**

**BEFORE DECEMBER 31.** A **60 day grace period – WITHOUT PENALTY** may be reserved by contacting The Registrar in writing no later than **December 31.** **Registration** in a qualifying course, workshop, conference or updating resource is required **by February 28.**

**AFTER DECEMBER 31.** You must select a lapse remedy within the 60 day grace period. If you choose not to do so, you must immediately cease use of the designation mark. You will also lose all VIP tuition fee reductions. The lapse penalties are as follows:

<b>Lapse Penalty Paid by:</b>	<b>Penalty Provisions – 2016 year. Taxes extra.</b>
February 28	\$195 Plus evidence of enrollment in CE/CPD option
March 31	\$295 “
April 30	\$395 “
May 31	\$495 “
June 30	\$595 “
July 31	\$695 “
Thereafter: Pay For Full Retake of the options at the right, at Regular Rate Tuition Fees:	1 Knowledge Bureau certificate course (\$795) or 2 Distinguished Advisor Workshops (\$595 each) or 1 Distinguished Advisor Workshop with Post-session Testing (\$595 plus \$397.50)

**Check Your CE/CPD Credit Status:** Designates can check their CE/CPD Credit Progress Report by logging on to the Virtual Campus and checking the VIP Lounge.

## **DESIGNATION PROGRAM OVERVIEW**

### **THE DISTINGUISHED FINANCIAL ADVISOR DESIGNATION PROGRAMS**

#### **Program 1: Especially for Tax Professionals.**

We invite you to earn your *Distinguished Financial Advisor* Designation as a **DFA-Tax Services Specialist™**. Tax advisors need to prepare a broad profile of personal tax returns as well as learn how to research and apply the details of continuous tax change, using professional tax software and research skills.

**Overview:** This program, teaches professional T1 tax preparation at an introductory, advanced, proprietorship level, how to prepare final returns, and work with cross border issues using the Real Wealth Management approach to tax compliance, tax planning, planning for budget proposals and jurisprudence. It features the choice of three leading software programs to prepare true-to-life case studies: Dr. Tax, Tax Cycle and Profile.

Choose from the following pre-selected courses, or design your own study program.

- T1 Professional Tax Preparation – Basic
- T1 Professional Tax Preparation – Advanced
- T1 Professional Tax Preparation – Proprietorships
- Final Returns on Death of a Taxpayer
- Cross Border Taxation
- Tax Strategies for Financial Advisors

See [www.knowledgebureau.com](http://www.knowledgebureau.com) for detailed course curriculum.

## **Program 2: DFA-Bookkeeping Services Specialist™.**

By earning your *Distinguished Financial Advisor* designation as a **DFA-Bookkeeping Services Specialist™**, you'll acquire the technical skills required to prepare books and records professionally for small business. Learn to enter data in popular bookkeeping programs, prepare statements, interpret their results under a variety of different business situations and comply with CRA's remittance requirements for tax, payroll and GST/HST. Maximize your value proposition to your clients and their other accounting advisors with your professional mastery of the accounting requirements for the lifecycle of a business.

**Overview:** You will acquire the skills to facilitate smooth tax compliance and audit-proof documentation as well as ongoing business planning for the employee, investor and owner-managed firms throughout the lifecycle of the business. The program requires the application of sound accounting principles, advanced bookkeeping for a variety of profiles, advanced payroll, managerial accounting, and an introduction to corporate tax filing. It features two leading software programs: Simply Accounting and Quickbooks.

Choose from the following pre-selected courses, or design your own study program.

- Basic Bookkeeping for Small Businesses
- Advanced Bookkeeping for Multiple Businesses
- Advanced Payroll
- Advising Family Businesses
- Debt and Cash Flow Management
- Managerial Accounting

See [www.knowledgebureau.com](http://www.knowledgebureau.com) for detailed course curriculum.

## THE MFA™ DESIGNATION PROGRAMS

### Program 3: MFA-Retirement Income Services Specialist.

With this designation you and your team will sharpen knowledge and skills in providing tax-efficient retirement readiness planning services to help your clients achieve the after-tax income they require both pre- and post-retirement, by planning for the capital required to fund retirement throughout working life, and preparing for the transition from capacity to incapacity and death. Learn how to construct investment and retirement portfolios with tax efficiencies in mind.

**Overview:** Your mastery is developed using leading edge, tax efficient calculators and tools that assist you in demonstrating the effective use of financial resources in families.

Choose from the following pre-selected courses, or design your own study program.

- Elements of Real Wealth Management
- Tax Strategies for Financial Advisors
- Advanced Tax-Efficient Retirement Income Planning
- Insurance Strategies for Small Business Owners
- Financial Literacy: Portfolio Risk Management in Retirement
- Cross Border Taxation

See [www.knowledgebureau.com](http://www.knowledgebureau.com) for detailed course curriculum.

#### **Program 4: MFA-Business Services Specialist.**

Developed especially for advisors to small business corporations, the designated **MFA-Business Services Specialist** provides extra value in joint-decision making around family business growth and succession, using wealth management skills to enable tax-efficient results from business operations, in preparation for future transitions.

**Overview:** Your mastery begins with a sound understanding of wealth planning strategies as which provides the technical backdrop for tax planning for micro businesses moving from unincorporated to corporate structures. The focus is on advising family businesses to plan for compensation for each family members as well as future succession. Learn to speak to and understand the accounting for transactions flowing from business transitions on sale or transfer to family members or third parties.

Choose from the following pre-selected courses, or design your own study program.

- T2 Corporate Tax Preparation for Micro Businesses
- T2 Corporate Tax Preparation for Small Business
- Fundamentals of Succession Planning
- Tax Planning for Corporate Owner-Managers
- Business Valuation for Advisors
- Accounting for Business Growth and Transitions

See [www.knowledgebureau.com](http://www.knowledgebureau.com) for detailed course curriculum.

### **Program 5: MFA Succession and Estate Planning Specialist.**

Every business requires a succession planning strategy aligned with the overall estate plan. This program was developed especially for advisors who wish to initiate and participate in the succession planning process with their clients.

**Overview:** The qualified **MFA-Succession and Estate Planning Specialist** brings a deep understanding of a defined methodology for approaching the sensitive topic of family business transition. Designates will achieve mastery by understanding fundamentals of succession planning, including valuation methods, and the use of trusts and tax efficiencies on death and in estate planning, to enable both strategy and process for sustainable wealth transitions for families with business and/or philanthropic interests.

Choose from the following pre-selected courses, or design your own study program.

- Fundamentals of Succession Planning
- Final Returns on Death of a Taxpayer
- Investment Strategies in Charitable Giving
- Advising Family Businesses
- Insurance Strategies for the Small Business Owner
- Business Valuation for Advisors

See [www.knowledgebureau.com](http://www.knowledgebureau.com) for detailed course curriculum.

## **Program 6: MFA Real Wealth Management Specialist.**

A collaborative approach is required to accumulate, grow, preserve and transition family wealth, with sustainability. This designation will help you take your practice to the next level with a multi-stakeholder and multi-generational approach for your clients. Use practical tools throughout this program to apply the knowledge you learn in real-to-life case studies. Why Real Wealth Management? It's about peace of mind!

Choose from the following pre-selected courses, or design your own study program.

- Elements of Real Wealth Management
- T1 Professional Tax Preparation – Basic
- T1 Professional Tax Preparation – Advanced
- Tax Strategies for Financial Advisors
- Business Valuation for Advisors
- Final Returns on Death of a Taxpayer

See [www.knowledgebureau.com](http://www.knowledgebureau.com) for detailed course curriculum.

Or...Take the FastTrack! New from Knowledge Bureau! Complete your next designation in half the time to speed up the new value propositions your team can offer to your clients. Enhance your revenues, increase your service and grow your team. . .all from your educational friends at. . .



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