



World-Class Financial Education

STANDARDS OF CONDUCT

REQUIREMENTS FOR LICENSING AND CONTINUED USE OF CERTIFICATION MARKS

Knowledge Bureau offers four registered certification marks in the following areas of specialization:

- RWM™ (Real Wealth Manager)
- MFA™ (Master Financial Advisor)
- DFA – Tax or Bookkeeping Services Specialist™
- MFA-P™ (Philanthropy Services Specialist)

These registered marks signify the attainment of mastery and a defined standard of excellence in the field of specialization chosen. They are conferred on graduates of the program upon completion of their education curriculum, or in some limited cases, on a grandfathered basis. Holders of these registered marks are held to a high standard of practice conduct and to that end, must relicense the use of their designations on an annual basis. The requirements for admittance into the program, graduation and relicensing after graduation are outlined below.

Eligibility to the Designation Programs. Successful candidates selected for entrance to the program will have a minimum of high school education, will be employed with a firm that provides services in the area of specialization and/or at least three years of industry experience, which can include owner-management of an independent firm.

Blended Learning. Students in the programs offered complete a series of online certificate courses in their chosen field of specialization and may supplement online learning with peer-to-peer sessions in regional workshops or conferencing offered by Knowledge Bureau. Required hours of study are outlined in the [Knowledge Bureau Course Catalogue](#) and online descriptors of the programs.

Pathways to Program Completion. All students of Knowledge Bureau are admitted into a faculty and begin their pathway towards designation with the first course taken. Quarterly transcripts will be forwarded to provide a progress report and in the case of designates, the Continuing Professional Development (CPD) credits required to keep licensing current after graduation.

Practice Management Framework. Designates are trained in the Real Wealth Management™ framework, which teaches a strategy for multi-disciplinary collaboration with other professionals and a consistent process to enhance the Know Your Client process used in the financial services. This enables the development of a strategic approach to joint decision-making with clients in providing tax, retirement, estate, succession and other required financial services. The RWM processes focus on four pillars of practice: the accumulation, growth, preservation and transition of sustainable family wealth, which is defined to mean, after taxes, inflation and fees. See Proficiency Requirements.

STANDARDS OF CONDUCT

Designates of Knowledge Bureau are qualified to provide high-value advice to clients through a consistently professional client experience, exemplary standards of professional conduct and up-to-date knowledge and skills in their chosen field of specialization.

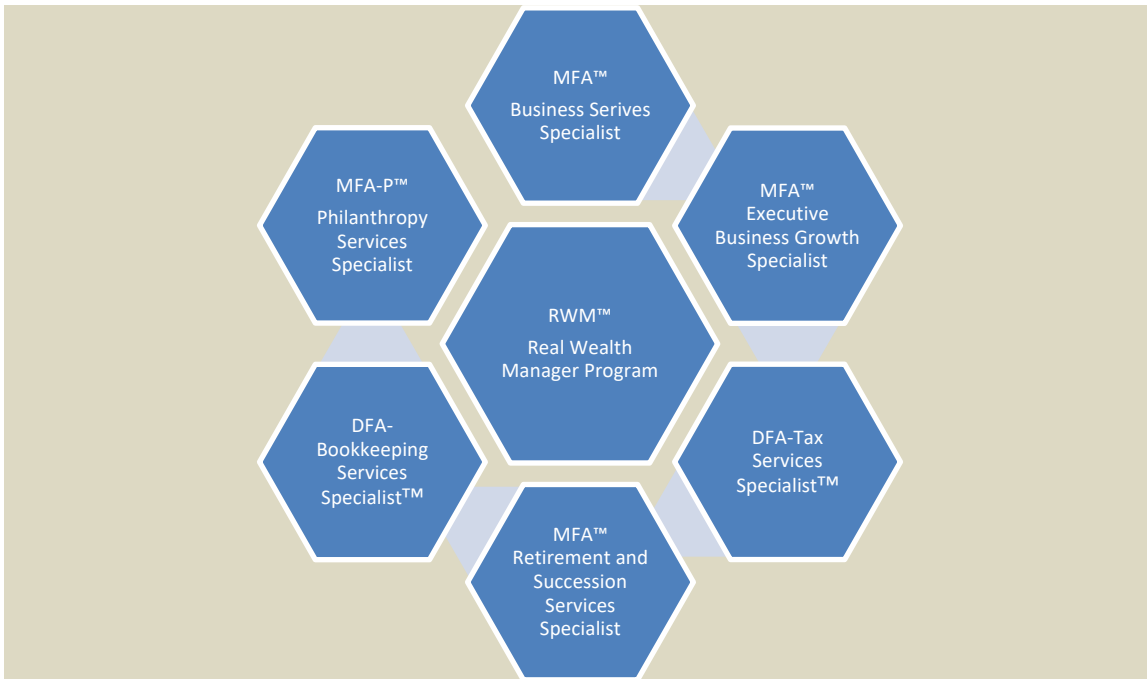
Knowledge Bureau designates agree to practice in their chosen field by maintaining their deep and broad knowledge and skills with a commitment to ongoing professional development. Required are the following:

- **Knowledge Mastery:** Successful completion of the required courses within the specialized field of service studied by the designate through Online or Blending Learning Programs. See Faculties and Program Guides below.

- **Professional Ethics:** Good standing under the requirements of all professional designations and licenses held by the designate is required; there must be no criminal convictions or citations for unethical conduct or unresolved client complaints received by Knowledge Bureau. Knowledge Bureau provides guidance on compliance requirements, regulation and best interest duties in weekly newsletters delivered to its students as part of their required reading and to its graduates as a component of all continuing professional development activities. These updates are delivered at no cost to the graduate. It also offers guidance on ethical practices at its in-class and in-conference programs, delivered by leaders in the industry on the subject areas.

- **Continued Professional Development and Status:** At least 15 hours of continuing professional development is required annually. Both verifiable and non-verifiable credits are accepted. The ongoing status of an individual's professional development is reported by Knowledge Bureau to the designate on a quarterly basis. Official transcripts are delivered to designates at the beginning of **April, July, October and January** to report on progress.
 - **Verifiable credits.** These can be achieved by taking courses in any one of its seven faculties identified below; or by attending Knowledge Bureau Education Days, including CE Summits, the Distinguished Advisor Conference (DAC) or Business Builder Retreat.
 - **Non-verifiable credits.** Knowledge Bureau subscriptions to [EverGreen Explanatory Notes](#) or [Calculator Toolkit](#) are accepted.

FACULTIES OF EDUCATION: [See detailed curriculum and Program Guides](#)



ACCESSING PROGRESS RE CONTINUING PROFESSIONAL DEVELOPMENT

Official Transcript - Quarterly Notification: Provided by email: please print and keep in a safe place to verify your progress. Check your progress anytime by logging onto the Virtual Campus.

15 CE/CPD Credits annually. Designated graduates must have achieved at least 15 CE Credits by **December 31, 2019** to be licensed to use their registered marks for January 1, 2020. Two types of credits qualify:

Verifiable Credits:

- One online certificate course or Business Builder Retreat (30 hours each = 2 years of credits)
- CE Summits (10 credit hours each event)
- DAC Conference (15 credit hours)
- Vantage Series (2 credit hours)

Non-Verifiable Credits:

- **Annual Subscription to [EverGreen Explanatory Notes](#)** – (15 credit hours per year)- Stay Up to Date with this comprehensive, tax research library subscription service.
- **Knowledge Bureau [Professional Calculators](#)** (15 credit hours per year) – Use of 15 updated tax planning software tools to prepare tax-efficient retirement & wealth management plans.
- **Third-Party Accreditation** - Third-party certification in the areas of ethics, compliance or subject matter expertise in the calendar year in question covering expertise in one of the 7 faculties below will be accepted. Scan official documentation to support these activities to registrarCE@knowledgebureau.com together with an application fee of \$395.

FAILURE TO MEET ONGOING PROFESSIONAL DEVELOPMENT REQUIREMENTS

Please call Registrar at 1-866-953-4769 to make an appointment for the re-licensing process if you have fallen off-side with your continuing professional development. **It is our goal to make your successful reinstatement possible with minimal inconvenience and at a reasonable cost. Here are your guidelines:**

Designates: Failure to Meet Re-Licensing Deadlines. To maintain the right to use the certification marks earned with the Knowledge Bureau next year, these Standards of Conduct must be met **by December 31** of the current year. A 60-day grace period is allowed, however, designates will lose their ability to qualify for VIP tuition rates reserved for designates until registration for one of the options for onside accreditation is selected. **To preserve designation pricing privileges, registration in a program of studies by February 28, 2020 is required.**

Disciplinary Process. Designates who are offside with their professional development requirements after the grace period lose the right to use their certification and designation marks and access to all VIP tuition opportunities. Subsequent registration in a program of 15 CE credits or more will put the designate back onside. Please call us to discuss reinstatement.

Ethical Conflicts – Burden of Proof. Knowledge Bureau believes that graduates who have failed ethical requirements as stated in its Standards of Conduct have a burden of proof to our educational institution to inform us of the breach and then to show how professional standards and conduct have been corrected. In order to inform us, our designates must provide a signed **Certificate of Agreement: Good Professional Standing** on an annual basis. In it they certify the following:

- Use of Trademarks** - I herewith agree to use my designation and certification marks as noted on the attached *Grant of Renewed License*, which provides an example of the exact use and display of my registered trademarks.
- Ethics.** I certify that I am in good standing with all professional licensing or requirements of designations I have held in the past year, and have not been disciplined due to any unethical behaviour, charged under any act and have no criminal convictions or unresolved client complaints received by Knowledge Bureau. I also confirm I have kept up-to-date with information about professional ethical conduct and practices, by participating in ongoing education on the matter. Options include:
 - **Weekly Newsletter.** Knowledge Bureau provides guidance on compliance requirements, regulation and best interest duties in weekly newsletters delivered to its students as part of their required reading as active students. Graduates may continue to receive subscriptions to Knowledge Bureau Report after graduation at no charge.
 - **Participation in Professional Development.** Knowledge Bureau offers guidance on ethical practices at its in-class and in-conference programs, delivered by leaders in the industry on the subject areas.
 - **Third-Party Courses.** Graduates are invited to scan in evidence of education taken in the area of ethical conduct to registrarCE@knowledgebureau.com, together with an application fee of \$395.

- Educational Responsibilities.** I have met my minimum continued professional development requirements for **January 1 to December 31, of the current in one of two ways:**
- Taking a Knowledge Bureau online course, in-class workshop or conference.
 - **Third-Party Credits.** By application- submission of a summary of CE credit hours achieved from a third party; minimum is 15 hours. Considered to be non-verifiable credits, the fee is \$395.

Steps to Reinstatement of License to Use Designation Marks. There are three requirements:

Knowledge Bureau believes in a positive reinstatement process. The student will submit a formal application that includes an explanation to the Advisory Committee of the *Society of Real Wealth Managers (RWM)*, a peer group of designates, and apply for reinstatement with a fee of \$395. The Society will make a recommendation for reinstatement to the President, whose decision will be final.

In the case of **ethical breaches:**

- Submit evidence of completion of at least **one course on ethical behaviour and practices** within the past 6 months. Third-party courses are acceptable.
- Submit a **case study** to be shared with other practicing advisors describing a case on an ethical/moral dilemma an advisor may be confronted with, and the potential solutions to managing this.
- Catch up on the minimum **CE hours** required before year-end.
- **Letter of reference** from a leader with whom a candidate associates in his or her field. This can be a superior, leader in a professional organization, teacher or mentor.
- **Recommit to the Certificate of Agreement: Good Professional Standing.**

After this, reinstatement will be reviewed by the Society of Real Wealth Managers who may wish to make a recommendation for reinstatement (or not) to the President, whose decision will be final. Failure to pass this reinstatement process will necessitate **removal** of the former designate from the list of active designates on the Knowledge Bureau website.

Public Listing of Active Designates. Knowledge Bureau lists the names of its honour roll students (those who achieve 90% or more on their individual certificate courses) on its Virtual Campus for all other students to see. With permission, Knowledge Bureau also profiles its students publicly on its websites, newsletters and social media platforms. Effective **October 1, 2019** Knowledge Bureau designates who provide permission will be searchable under the Society of Real Wealth Managers pages. Designates may not appear if they have requested anonymity and will be removed if they have been disciplined without reinstatement

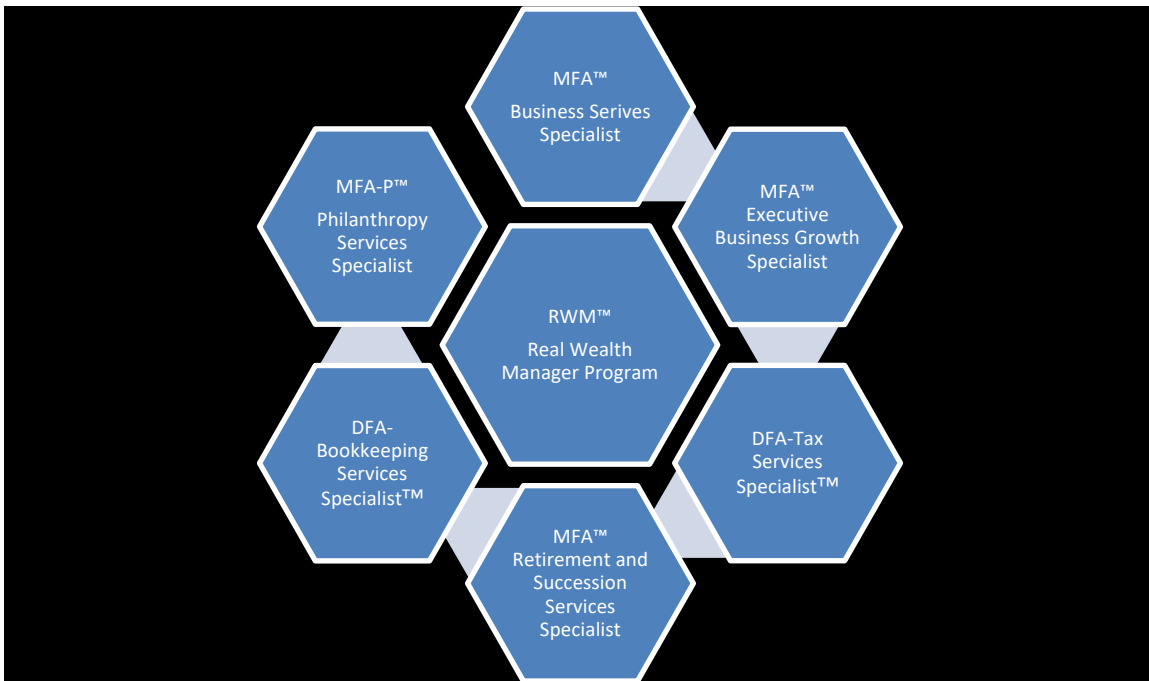
Public Complaints. Knowledge Bureau encourages clients and advisors to resolve issues between them. If there is an impasse and the client wishes to file a formal complaint, please contact Knowledge Bureau at the following email: registrarCE@knowledgebureau.com who will forward the complaint to the Society of Real Wealth Managers for review.

- **Disciplinary actions required:** resolution of the issue prior to year-end re-licensing procedures. Otherwise:
 - Completion of Reinstatement Procedures are required
 - Publication of failure to comply on Society of Real Wealth Management Pages.

GRANDFATHERING

Effective October 1, 2019, Knowledge Bureau will accept applications for grandfathering into new designation programs by candidates who contribute to the continuing professional development of our students and complete a comprehensive application process to outline knowledge, skills and experience. Grandfathered graduates must adhere to the Standards of Conduct above to keep their registered marks. To apply for grandfathering contact registrarCE@knowledgebureau.com

PROFICIENCY REQUIREMENTS – DESIGNATION PROGRAMS



Knowledge Bureau is proud to offer the only comprehensive academic path to collaborative specialization by professionals in the tax and financial services. *Your “anytime” start is online, but never alone: take advantage of nurturing personal coaching, cutting edge software solutions and the option to learn peer-to-peer, too.*

Pathways to specialization with Knowledge Bureau: It is possible to take one of six designation programs to hone deep technical knowledge and skills plus an opportunity to earn credentials to work as your clients’ most trusted advisor, the Real Wealth Manager™, the strategist who co-ordinates the multiple stakeholders to the long term wealth management plan.

The opportunity is to build a rewarding professional career, fostering lasting relationships with people who are interested in maximizing the end-to-end journey their money will take, with sustainable value after taxes, inflation and fees, *so that they can live their best possible lives without financial worry.*

Specialists in the financial services have expanded their professional education to hone knowledge and skills to serve a broad variety of client profiles:

- Individuals, who have various financial needs throughout lifecycle events
- Families, including couples who are married, common law, separated or divorced
- Seniors, including those in pre- or post-retirement, and those who may be sick or disabled
- Investors, spanning the unique needs of both beginners to the investment process and High Net Worth Clients, often in the same family
- Business owners (both proprietors and incorporated family businesses), an increasing area of growth in a “gig economy”
- Executors who must file final returns, Returns for Rights or Things and Trust returns, a big growth area in an aging demographic
- High Net Worth clients, including those with cross-border investments, snowbirds, immigrants and online services.
- Philanthropic investors

A pre-requisite: a commitment to continuing education. Financial advisors who go on to become financial services specialists make it their professional responsibility to stay current on new tax laws and economic changes. Top tax and financial analysts and researchers, they invest time to become experts at deciphering how new trends affect their clients’ income and investments.

Collaboration with other financial professionals. Done well, these specialists now have a multi-faceted role: they make it their business to be the connector to significant networks of financial professionals to draw on for expertise and support, if required, to get the best long term results for their clients.

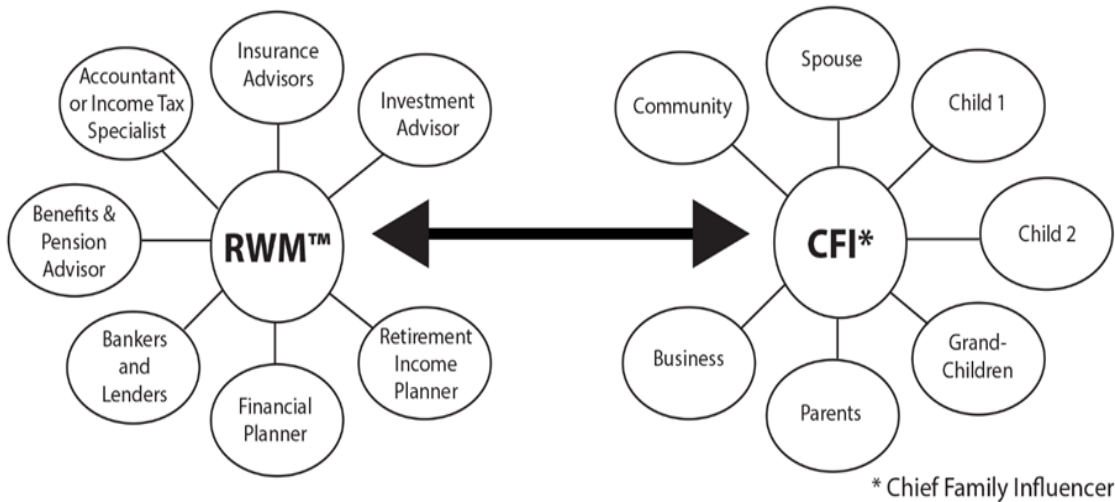
Collaboration with other family members. In their multi-faceted role, they work closely with the family and their tax specialists during tax season and *throughout the year*, to lead the financial decision-making. This includes a deep tax analysis to accumulating, growing, preserving and sustaining income and wealth. At Knowledge Bureau, we call this the discipline of ***Real Wealth Management™***.

Who is on the Professional Team? Helping your clients select the right members on their financial services advisory team is important. In fact, it is an often-asked question that requires a deep understanding of what each professional does and how that matches the needs of the client. This will include, at various times, tax accountants, various financial and legal specialists who collaborate with multiple generations in the family.

That’s very important from a tax point of view – families who file together get the best after-tax results. But it’s also important to build relationships with those who may become substitute decision-makers in the future.

All of these stakeholders have to be on the same page, working towards the same after-tax, financial outcomes. Real Wealth Managers™, working with tax and financial services specialists, can get the best results.

That’s because they work with a multi-stakeholder group, as shown below, and ensure they are all on the same page, with the same strategy and process leading to the management of sustainable family wealth.



A THREE-PART ROLE: THE SOFT SKILLS MATTER

There is a very bright future for the financial advisor who makes a great decision to become the **RWM™ (Real Wealth Manager)** and/or **MFA™ (Master Financial Advisor)** of the future. To offer the best advice, and nurture important relationships into the future, these specialists must have more than precise technical and research skills; for them, the soft skills matter, too.

Real Wealth Managers, MFAs must have excellent communications skills. In providing high value advice at crucial financial times, they act as an articulate *educator*, both verbally and in writing, to take their individual client, and where required, the family as a whole, on a journey to continued financial health.

These specialists excel at conducting thorough interviews, not just during the busy year end planning or tax season, but by making a point of meeting the client more often: before, during and after significant lifecycle events. The result is a *relationship built on trust*, and a trusted advisor has the privilege of obtaining all the information required to make the most informed recommendations, even at the most difficult times in life: when there is great loss as a result of the onset of relationship breakdown, illness or death.

These specialists are also advocates for their clients. They position themselves to be the “go to” advisor throughout a lifecycle of personal and financial events, including a healthy relationship with the CRA. They coach their clients to always ask themselves the following question, “Is there a tax or financial consequence to the decision I must make?” If the answer is “maybe”, the right action is to seek advice.

In doing so, clients and advisors can improve long term, after-tax investment results as joint decision-makers in a multi-stakeholder team. The bigger the financial decision, the more important this “pre-consultation” is.

Perhaps most important, they represent their clients with confidence and professionalism. Because they are passionate about making sure their client pays only the correct amount of tax and no more, Real Wealth Managers position themselves as *stewards* of hard earned family wealth and in doing so, exercise their *best interest duty* to the family. That requires a strong integration with the work that DFA-Tax or Bookkeeping Services Specialists™ do.

Educator, advocate and steward: that’s the three-part role of the RWM™, the MFA™, MFA-P™ and the DFA-Tax or Bookkeeping Services Specialist™. **These highly educated specialists provide outstanding value in the evolving new tax and financial services industry.**

THE EDUCATIONAL PROGRAMS TO TAKE WITH KNOWLEDGE BUREAU

Knowledge Bureau offers convenient online courses with personal assistance and immediately implementable tools and comprehensive research resources perfect for tax and financial advisors who are involved in busy careers and family life. These programs are perfect for staff training and mentorship, too.

But in addition, we offer the opportunity for peer-to-peer learning and networking events that enable engagement not just with members of your own profession, but with all the stakeholders potentially on your client’s professional team – tax, legal, insurance, investment, retirement and business specialists.

It is your chance to meet the people who are like-minded in their approach to Real Wealth Management, and a tremendous opportunity to build a referral network of trusted specialists to truly differentiate yourself and your unique value proposition.

DESIGNATION PROGRAM DESCRIPTIONS:

Especially designed for financial services professionals and those working with private business owners:

- [The RWM™ \(Real Wealth Manager\) Program](#). The most trusted financial advisor is the strategist who leads all the other specialists in the execution of the clients’ strategic financial plan. Demonstrating deep and broad knowledge in tax-efficient investment, retirement and estate planning, the RWM is the coveted role deservedly filled by this knowledgeable professional.
- [The MFA™-Retirement and Succession Services Specialist](#) assists the client with late-life planning, applying tax-efficiencies to the creation of income in retirement and the transfer of assets at end of life. Planning for couples and families is emphasized.
- The [MFA™-Executive Business Growth Specialist Designation](#) Program was designed especially for the professional who wants to assist the small business owner to grow. Scaling up an existing owner-managed firm is a difficult process for most entrepreneurs. Moving from a “family approach” to a “team approach” requires strategic planning, a commitment to building policies and procedures in a digital workplace, innovative approaches to marketing, an understanding of contract law, how to value the changing value of a business and a commitment to the development of leadership skills to create a culture that highly skilled people want to work in.

- Professional tax filing and planning for incorporated entities is covered in the [MFA™-Business Services Specialist Designation Program](#). From advising family business owners to planning owner-manager compensation and filing corporate returns for small business or incorporated professionals, achievement of this designation signifies the professional has deep and broad knowledge on tax compliance and planning for incorporated businesses.
- [The MFA-P™ Philanthropy Services Specialist](#). The *MFA-P™ Philanthropic Services Specialist* will address three key benefits for advisors and their clients: how to incorporate philanthropy into their practice in pragmatic terms, how to focus on gift planning strategies and vehicles that are relevant to client's goals and provide practical experience with numerous working case studies that allow advisors to apply that knowledge.
- [The DFA-Bookkeeping Services Specialist™ Designation](#) presents the competencies required of the professional who assembles documentation, files CRA remittances and returns and reports and interprets the results in the financial statements throughout the lifecycle of an incorporated business. The skills and competencies taught in this program are required by any person entrusted with books and records: bookkeepers in a private family business or powers of attorney/executors responsible for managing the financial affairs of an incapacitated or deceased individual.
- Students in the [DFA-Tax Services Specialist™](#) Designation program have the opportunity to embrace change as the tax preparation services of old evolve into the smart tax advisory services clients are increasingly demanding. You too can be an early adopter and enter this rewarding line of work in two phases:
 1. **Learn to File Tax Returns with Precision.** More than a data entry clerk, the highly skilled [Certified Tax Practitioner™](#) is a professional who understands the technology behind CRA's EFILE, NETFILE and File My Return, but brings so much more to the client relationship: the precise application of all the tax preferences the client is entitled to because a thorough client interview was conducted. As a result, conversations about basic tax-efficient investments, like TFSA's and RRSPs, and the use of carry-over provisions are initiated. Three courses from Knowledge Bureau are required: [Income Tax Filing Fundamentals](#), [Personal Tax Filing and Planning](#) and [Advanced Tax Filing and Planning](#).
 2. **Learn Specialized Tax Planning Skills.** Continuing on to designation as a *DFA-Tax Services Specialist™*, the successful graduate of the next three courses in the program is qualified to be a trusted contributor to a multi-stakeholder approach in family wealth management, offering high value advice on the best after-tax outcomes for multiple generations in a taxpayer's family. This is especially important at times of great change: when lifecycle events occur (marriage, births, divorce, illness and death) or during important financial events, for example, when employees become [proprietors](#), during pre-retirement or at end of life, with the filing of [final personal, GRE \(Graduated Rate Estates\)](#) and other [trust returns](#).

YOU CAN START ANYTIME, PERSONAL INSTRUCTIONAL SUPPORT PROVIDED.

CALL 1-866-953-4769 FOR MORE INFORMATION.

KNOWLEDGE BUREAU PROGRAM DETAILS:

RWM™ – Real Wealth Manager – **Program Purpose:** A co-ordinated approach to wealth management is lacking between all the financial intermediaries – financial, legal and tax advisors – serving investors. There are also new best interest duties required by regulators in the financial services. Most important, your future clients want to work with advisors who are ready to develop a common strategy for inter-family, inter-advisory collaboration that will stand the test of time despite rapid technological, regulatory and tax change.

- **Who Should Take it?** Advisors who truly want to offer a new value proposition and build strong, inter-generational, multi-advisory relationships throughout personal and financial lifecycles, will want to use a new approach: Real Wealth Management.
- **Competencies and Proficiency:** The RWM™ (Real Wealth Manager) is the highly trained strategist whose main role is to co-ordinate the decision-making by all the stakeholders (client and professionals) to accumulate, grow, preserve and transition tax efficient family wealth to provide the client with financial peace of mind. Advisors complete 12 comprehensive modules and learn to use 15 sophisticated planning calculators to assist clients with the most common wealth management decisions.
- **Peer-to-peer learning. An important option** is attendance at the CE Summits, a one-day instructor-led workshop held in November, January and May. It is of particular benefit to students who seek in-person, peer-to-peer learning.

Online Program Requirements: (click on the link to see the details)

- [Elements of Real Wealth Management](#)
- [Registration: Regular Fees \\$995.](#)

The MFA-P™ Philanthropy Services Specialist. Program Purpose. The **MFA-P™ Philanthropic Services Specialist** will address three key benefits for advisors and their clients: how to incorporate philanthropy into their practice in pragmatic terms, how to focus on gift planning strategies and vehicles that are relevant to client's goals and provide practical experience with numerous working case studies that allow advisors to apply that knowledge.

- **Competencies and Proficiencies:** The MFA-P™ has the credentials to enable high-value planning conversations to strategize about the nature and scope of individual and family legacies. These specialists will help clients address their big fears: that gifts will not be used as planned and enable tax-precise solutions now and in the future
- **Three courses are required:** Introduction to Strategic Philanthropy, Understanding the charitable Sector and Integrating Gifting with Client-Centric Planning.
- **Online Program Requirements:** click this link: [MFA-P™ Philanthropy.](#)
- **Registration: Regular Fees: \$995.**

MFA™ - EXECUTIVE BUSINESS GROWTH SPECIALIST PROGRAM

- **Purpose.** The numbers tell the story: The “Gig Economy” is here to stay: there are just over a million employer businesses in Canada¹, and of these 97.9% are small businesses. In fact, Finance Canada² tells us that our economy is undergoing significant economic structural changes, away from a goods-producing to a services environment. That brings new opportunities to a qualified Business Growth Specialist.
- **Who Should Take It?** Advisors who want to tap into the multiplicity of financial news new business owners require, especially those who have recently acquired a business from a retiring owner. Truly valuable advice for these clients takes more time, is broader and deeper. To do it well requires the skills and talents of a highly trained business growth specialist. Any advisor who wants to build their own business with scalability, and help other business owners do the same should take this program.
 - **Competencies and Proficiency:** This MFA™ (Master Financial Advisor) possesses the skills to assist the small business owner to scale the enterprise from a one-to-four person, owner-managed business to a market-driven organization by assisting with strategic business planning, the building and documentation sound business processes, policies and procedures, the implementation of business building contracts for employees, subcontractors, leases, suppliers and others, marketing, personal leadership and networking opportunities.
 - **Peer-to-peer learning. An important option** is attendance at the CE Summits, a one-day instructor-led workshop held in November, January and May. This is of particular benefit to students who seek in-person, peer-to-peer learning.

Online Course List: (Plan to spend approximately 30 hours on each course)

- [Business Leadership, Culture and Continuity](#)
- [Strategic Business Planning](#)
- [Operation Foundations to Support Business Growth](#)
- [Business Law & Contracts](#)
- [Marketing Mastery for Business Builders](#)
- [Business Valuation for Advisors](#)
- [Executive Business Builder Retreat – this is free with enrolment in the online program – and may be substituted for any one of the online courses in the MFA program.](#)
- [Registration: Regular Fees \\$795 per course. Taxes extra. Earn reduced tuition fees by registering directly in a diploma or designation program.](#)
- [Blended Learning, Peer-to-Peer. Take the CE Summits: Register separately.](#) Three CE Summits = One online course equivalency.

¹ [Statistics Canada \(2015\)](#)

² Finance Department’s controversial consultation paper on taxation of private corporations, released last July 18, 2017:

MFA™ - BUSINESS SERVICES SPECIALIST PROGRAM

- **Purpose.** There has never been a more important time to provide specific and highly qualified business tax knowledge to your clients. New and complex tax rules relating to income splitting and investment strategies for private family businesses are complex and potentially very expensive. Your small business client has most certainly acquired new tax audit risk.
- **Who should take it?** Advisors who want to help their clients better understand insurance and investment decisions required because of the new tax rules. This specialized training will not only help you work with increased professionalism with your clients' accountants and legal advisors, but, you will be better equipped to answer the question: should I invest inside or outside of my corporate structures.
- **Competencies and Proficiency:** This MFA™ possesses the knowledge and skills to assist the family/small business owner and/or practicing professional with corporate tax planning, personal/corporate income layering, including family income splitting, cross border taxation, and business valuation, as well as owner-manager compensation planning.
- **Peer-to-Peer Learning An important option** to this program is attendance at the CE Summits, a one-day instructor-led workshop held in November, January and May, of particular benefit to students who seek in-person, peer-to-peer learning.

Online Course List:

- [Advising Family Businesses](#)
- [Corporate Income Tax Fundamentals](#)
- [Tax Planning for Incorporated Professionals](#)
- [Business Valuation for Advisors](#)
- [Tax Planning for Corporate Owner/Managers](#)
- [Cross Border Taxation](#)
- [Registration: Regular Fees \\$795 per course. Taxes extra. Earn reduced tuition fees by registering directly in a diploma or designation program.](#)
- [Blended Learning, Peer-to-Peer. Take the CE Summits: Register separately.](#) Three CE Summits = One online course equivalency.

MFA™ – RETIREMENT AND SUCCESSION SERVICES SPECIALIST PROGRAM

- **Purpose:** The baby boomer demographic is retiring and they have lots of financial issues that a highly qualified retirement a succession services specialist can answer: all generations in the family are having difficulty saving adequate money in an emerging high interest, high tax, high inflation environment.
- **Who Should Take It?** Advisors whose goal is to provide better financial coaching to boomers with significant life event decisions, and to answer key questions – Will I have enough? When should I take my CPP? Should I postpone my OAS? How will my severance be taxed? What does pension income splitting entail for my family? How does divorce impact the sale of the family business or cottage?
- **Competencies and Proficiency:** This MFA™ possesses the knowledge and skills to assist the retiring individual or couple to manage debt and cash flow in pre-retirement, understand the fundamentals tax-efficient retirement income planning, deliver on a tax efficient investment strategy for the whole family, manage portfolio risk in retirement and discover the fundamentals of succession planning that are right for the family as well as advantages of using trusts in tax and estate planning.
- **Peer-to-Peer Learning. An important option** to this program is attendance at the CE Summits, a one-day instructor-led workshop held in November, January and May, of particular benefit to students who seek in-person, peer-to-peer learning.

Online Course List:

- [Tax Strategies for Investors](#)
- [Tax Efficient Retirement Income Planning](#)
- [Portfolio Risk Management in Retirement](#)
 - Graduates obtain the Certified Wealth Advisor Diploma
- [Fundamentals of Succession Planning](#)
- [Planning with Trusts](#)
- [Insurance Strategies for Small Business](#)
 - Graduates obtain the MFA™ – Retirement and Succession Services Specialist Designation

- [Registration: Regular Fees \\$795 per course. Taxes extra. Earn reduced tuition fees by registering directly in a diploma or designation program.](#)
- [Blended Learning, Peer-to-Peer. Take the CE Summits: Register separately.](#) Three CE Summits = One online course equivalency.

DFA - TAX SERVICES SPECIALIST PROGRAM

- **Purpose.** Many of your clients may bemoan the fact that there are just too many generalists and analysis of systems or processes. What they really need, is broad and precise tax knowledge from highly trained specialists who make sure their taxes are filed to their family's very best advantage. They want their tax pro to really dig for every deduction and credit available, and then to help them plan to reduce taxes in the future, so that they can accumulate more wealth. Finally, for peace of mind, they need a strong advocate when CRA audits their files.
- **Who Should Take It?** Advisors who want to differentiate themselves in the tax accounting industry with deep and broad tax knowledge, include a tax planning lens to the financial trigger questions all Canadians have throughout various life events, and offer the research skills needed to properly represent clients to CRA. It's a professional solution to pain points that every demographic, including employers, may experience.

With a more aggressive approach at CRA and very poor tax literacy levels, these credentials will open doors to employment. But for independent business owners, offering income tax services as a specialist also offer a great new revenue stream. The work is very rewarding: empower your clients to access lucrative tax preferences they may be missing out on to change their financial lives for the better.

- **Competencies and Proficiency:** *The DFA-Tax Services Specialist™* provides thorough training in all aspects of personal income tax filing and planning from basic to complex scenarios. Start with courses that focus on basic filing rules for individuals, couples, families, investors, and seniors. Advance your skills for rental property owners, commission salespeople, investors, the sick and disabled. Then take on more complex profiles: proprietors, and the preparation of final T1 and T3 tax returns. You will be equipped with knowledge, skills and sophisticated calculators to advise on tax planning matters required at various life and financial events, thereby providing tax planning as well as tax filing services in a fully consultative practice.
- **Peer-to-Peer Learning An important option** to this program is attendance at the CE Summits, a one-day instructor-led workshop held in November, January and May, of particular benefit to students who seek in-person, peer-to-peer learning.

Online Course List: Each Course Takes approximately 30 hours

- [Income Tax Filing Fundamentals](#)
- [Personal Tax Filing and Planning](#)
- [Advanced Tax Filing and Planning](#)
 - Graduates obtain the Certified Personal Tax Practitioner Diploma
- [Tax Accounting for Proprietorships](#)
- [Tax Accounting on Death of a Taxpayer](#)
- [Fundamentals of Filing T3 Trust Returns](#)
 - Graduates obtain the DFA-Tax Services Specialist™ Designation
- [Registration: Regular Fees \\$795 per course. Taxes extra. Earn reduced tuition fees by registering directly in a diploma or designation program.](#)
- [Blended Learning, Peer-to-Peer. Take the CE Summits: Register separately.](#)
Three CE Summits = One online course equivalency.

DFA - BOOKKEEPING SERVICES SPECIALIST™ PROGRAM

- **Purpose:** It matters not what your job description or career path is: there is now a new and more onerous CRA audit effort and audit-proofing your claims and documentation requirements is a critical component of overall wealth management. Yet so many Canadians are unprepared and ill-equipped to explain their financial transactions and keep proper books. Knowing how to enter data in a personal finance or accounting software program is simply not enough.
- **Who Should Take It?** Especially in light of family business tax changes; and new technology advancements at CRA, a financial intermediary who can integrate advice on all aspects of a financial transaction – from banking to tax reporting - will be well positioned to help both new market entrants and older clients with tax problems it's high value advice that crosses all demographics.
- **Competencies and Proficiency:** *The DFA-Bookkeeping Services Specialist™* possesses the knowledge and skills to assist the family/small business owner with accurate data processing based on accounting principles and tax compliance throughout the evolving lifecycle of a business, with a heavy emphasis on tax planning for payroll, owner-manager compensation, GST/HST, managerial accounting, budgeting, cash flow and debt management and a strategic focus on analyzing the numbers for growth and eventual high-value transition.
- **Peer-to-Peer Learning. An important option** to this program is attendance at the CE Summits, a one-day instructor-led workshop held in November, January and May, of particular benefit to students who seek in-person, peer-to-peer learning.

Online Course List:

- [Bookkeeping for Small Businesses](#)
- [Advanced Payroll for Small Business](#)
- [Debt and Cash Flow Management](#)
 - Graduates obtain the Certified Bookkeeping Practitioner Diploma
- [Managerial Accounting and Budgeting](#)
- [Accounting for Multiple Business Profiles](#)
- [Accounting for Business Growth and Transition](#)
 - Graduates obtain the DFA-Bookkeeping Services Specialist™ Designation
- [Registration: Regular Fees \\$795 per course. Taxes extra. Earn reduced tuition fees by registering directly in a diploma or designation program.](#)
- [Blended Learning, Peer-to-Peer. Take the CE Summits: Register separately.](#) Three CE Summits = One online course equivalency.

TUITION FEE STRUCTURE:

1. Tuition fees are tax deductible. Generally, a reduced fee is possible with entry to diploma or designation programs, under a “study with a buddy” plan or as a group rate (see below).
2. An instalment plan is available for individual students, generally at a cost of \$39 a course more.
3. Withdrawal fees: students lose the multiple course discount and pay a \$295 withdrawal fee.
4. Late completion fees: \$99 per month; \$250 for 3 months
5. Reinstatement fees: after 3 months: \$295 per course
6. Early registration discounts: meeting stated enrolment deadlines results in an additional saving.

GROUP RATES: TAXES EXTRA

- | | |
|------------------------|------------------------------------|
| 1. Groups of 2 | 10% off on both courses plus taxes |
| 2. Groups of 3 – 5 | 12% off each plus taxes |
| 3. Groups of 6 or more | 25% off each plus taxes |