

STANDARDS OF CONDUCT

REQUIREMENTS FOR LICENSING AND CONTINUED USE OF CERTIFICATION MARKS

Knowledge Bureau offers four registered certification marks to designate its graduates in the following areas of specialization:

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

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 focuses 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.

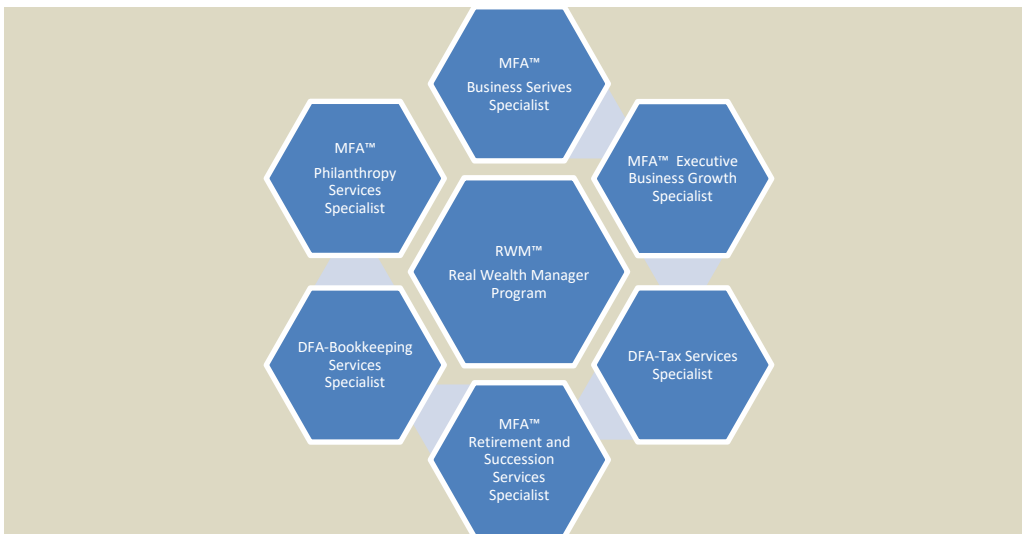
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Designates of Knowledge Bureau are qualified to provide high value advice to clients through a consistently professional client experience, exemplary standards of professional conduct and up-to-date knowledge and skills in their chosen field of specialization.

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 Blended Learning Programs.
- **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 with Knowledge Bureau, annually, by taking courses in any one of its seven faculties identified below; 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.



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GRANDFATHERING

In certain instances, 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.

CE/CPD HOURS REQUIRED

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 (30 hours each = 2 years of credits)
- CE Summit (10 credit hours each)
- 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.
- **RWM Calculators** (15 credit hours per year) – Use of 15 updated tax planning software tools to prepare tax efficient retirement & wealth management plans.

FAILURE TO MEET ONGOING PROFESSIONAL DEVELOPMENT REQUIREMENTS

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.** Registration in a program by February 28, 2020 is required.

After February 28, 2020. Designates lose access to all VIP tuition rates and must cease using certification marks until professional updating is completed. Please call us to discuss re-instatement.

Please call Registrar at 1-866-953-4769 to make an appointment for the re-licensing process. **It is our goal to make your successful re-instatement possible with minimal inconvenience and at a reasonable cost.**

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Designate VIP Tuition Rates: Enter the Virtual Campus through the Student Logon to automatically obtain preferred tuition fees as a designate.

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.

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 *Grant of Renewed License*, which provides an example of the exact use and display of my registered trademarks.

- Ethical Conduct.** 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 behavior, charged under any act and have no criminal convictions or unresolved client complaints received by Knowledge Bureau.

- Professional Development - Compliance.** I certify I have kept up to date with new information about professional ethical conduct and practices by participating in ongoing education on the matter as follows:
 - **Weekly Newsletter.** Knowledge Bureau provides updates on changes in compliance requirements, regulation and best interest duties in weekly newsletters delivered to its students and graduates as one of the components of all continuing professional development activities. These updates are delivered at no cost to the graduate but require your pro-active agreement to receive the information.
 - **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, and in collaboration with industry associations and accreditors. Options include attendance at VIP tuition rates for designates.

- Professional Development - Knowledge.** I certify I have met my minimum continued PD requirements for **January 1 to December 31, 2019**. This can **be done in two ways:**
 - Knowledge Bureau Programs. Online courses, in-class workshops or conferences will qualify.
 - Third Party Programs. By application - submission of a summary of CE credit hours achieved from a third party; minimum is 15 hours each year. Assessment Fee is \$395, unless otherwise noted.

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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.

In addition:

- Submit evidence of completion of at least **one course on ethical behavior 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 recommended by the Society of Real Wealth Managers. Failure to pass the approval of the Society will necessitate **removal** of the former designate from the list of active designates on the Knowledge Bureau website.

Public Listing of Designates. Knowledge Bureau lists the names of its honor 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 September 1, 2019 Knowledge Bureau designates who provide permission will be listed under Society of Real Wealth Managers. Designates may not appear if they have requested anonymity or if they have been disciplined.

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: registrar@knowledgebureau.com who will forward the complaint to the Society of Real Wealth Managers.

- **Disciplinary actions required:** resolution of the issue with the client prior to year-end re-licensing. Otherwise:
 - A written Notice of Reprimand
 - Completion of Reinstatement Procedures
 - Publication of failure to comply on Society of Real Wealth Management Pages.