FINANCIAL PLANNING STANDARDS COUNCIL®

**ANONYMOUS CASE HISTORIES 2016**

# Guidance

## Anonymous Case Histories – 1

**Code Provisions:** **FPSC® Fitness Standards**
**FPSC® Code of Ethics: Principles 2, 7, 8,**
**FPSC® Rules of Conduct: Rule 2 and 18**

**Background:** FPSC commenced an investigation into the conduct of the CERTIFIED FINANCIAL PLANNER professional following review of a financial industry regulator's decision, in 2014, which resulted in a suspension of the CFP® professional's financial services license. The conduct which gave rise to the suspension occurred in 2010.

The CFP professional was found to have falsified three (related) clients' signatures on ten documents. The CFP professional acknowledged the misconduct. The forms were subsequently ratified by the clients. This was an isolated incident which occurred under unique circumstances.

In accordance with the *FPSC Fitness Standards*, contained in the *Standards of Professional Responsibility for CFP Professionals and FPSC Level 1® Certificants in Financial Planning*, a revocation or suspension of a financial services license or registration (unless administrative in nature) may result in a bar to an individual becoming or remaining certified by FPSC.

**Conduct Review Panel's Decision:**

FPSC's Conduct Review Panel (the "CRP") considered the circumstances of the conduct that gave rise to the presumptive bar to certification, the CFP professional's request for reconsideration, and whether the broader public interest may have been affected by the CFP professional's actions.

The CRP determined that in the unique circumstances present in this matter, the CFP professional should be allowed continued certification with FPSC. The CRP determined that the CFP professional would benefit from a Letter of Guidance and Advice. The CRP reminded the CFP professional of their professional obligations pursuant to Principles 2, 7 and 8 of the *FPSC® Code of Ethics*, and Rule 1 and 2 of the *FPSC® Rules of Conduct*, which provide:

Principle 2: Integrity - A CFP professional shall always act with integrity.

Principle 7: Diligence - A CFP professional shall act diligently when providing advice and/or services to clients. Diligence is the degree of care and prudence expected from CFP professionals in the handling of their clients' affairs. Diligence requires fulfilling professional commitments in a timely and thorough manner and taking due care in guiding, informing, planning, supervision and delivering finical advice and/or services to clients.

Principle 8: Professionalism - A CFP professional shall act in a manner reflecting positively upon the profession.

Rule 1: A CFP professional shall not engage in or associate with individuals engaged in conduct involving dishonesty, fraud, deceit or misrepresentation, or knowingly make a false or misleading statement to clients or any other parties.

Rule 2: A CFP professional shall not engage in any conduct that reflects adversely on his or her integrity or fitness as a CFP professional, the CFP marks or the profession.

# Anonymous Case Histories – 2

**Code Provisions:** **FPSC® Code of Ethics: Principles 1, 3, 5, 7 and 8**
**FPSC® Rules of Conduct: Rule 1, 2 8 and 10**

**Background:** FPSC commenced an investigation into the conduct of the CERTIFIED FINANCIAL PLANNER professional following receipt of a complaint from a member of the public (the CFP professional's former client). The conduct under investigation occurred in 2013.

The CFP professional continued to act for two clients who had been married following the breakdown of their marriage and formal separation despite knowledge of the marital breakdown. In 2013, Following the clients' separation, the CFP professional assisted one client (the ex-husband) to amend a life insurance policy and remove the other client (the ex-wife) as designated beneficiary. The CFP professional knew the amendment was contrary to his client's interests (the ex-wife). The CFP professional failed to advise either client of the conflict of interest created by the separation and failed to take immediate steps to mitigate the conflict by referring one or both clients to a new financial planner. The CFP professional's conduct resulted in harm to his client (the ex-wife).

**Conduct Review Panel's Decision:**

The Conduct Review Panel (the "CRP") was troubled by the CFP professional's conduct noting that the CFP professional should have advised his clients of the conflict of interest, in writing, immediately upon becoming aware of their marital breakdown. The CRP also noted that the CFP professional should have taken immediate steps to mitigate the conflict by transferring one or both of the spouse's accounts to an alternate financial planner.

The CRP directed that the matter be closed on the basis of a Letter of Guidance and Advice. The CRP reminded the CFP professional of his professional obligations pursuant to Principles 1, 3, 5, 7, and 8 of the *FPSC® Code of Ethics*, and Rules 1, 2, 8 and 10 of the *FPSC® Rules of Conduct*, which provide:

Principle 1: Client First – A CFP professional shall always place the client's interests first.

Principle 3: Objectivity – A CFP professional shall be objective when providing advise and/or services to clients.

Principle 5: Fairness – A CFP professional shall be fair and open in all professional relationships.

Principle 7: Diligence – A CFP professional shall act diligently when providing advice and/or services to clients.

Principle 8: Professionalism - A CFP professional act in a manner reflecting positively upon the profession.

Rule 1: A CFP professional shall not engage in or associate with individuals engaged in conduct involving dishonestly, fraud, deceit or misrepresentation, or knowingly make a false or misleading statement to clients or any other parties.

Rule 2: A CFP professional shall not engage in any conduct that reflects adversely on his or her integrity or fitness as a CFP professional, the CFP marks or the profession.

Rule 8: When the services include financial planning or material elements of the financial planning process, a CFP professional shall disclose the following information in writing to the client:

a) An accurate and understandable description of the compensation arrangements being offered. This description must include information related to costs to the client and the form and source of compensation to the CFP professional and/or the CFP professional's employer, including any contingency or referral fees. Further, the description must include the terms under which the CFP professional and/or the CFP professional's employer may receive any other source of compensation and, if so, what the sources of these payments are and what they are based on;

b) A general summary of potential conflicts of interest between the client and the CFP professional, between the CFP professional's clients in the case of a joint engagement, the CFP professional's employer, or any affiliates or third parties, including, but not limited to, information about any familial, contractual or agency relationship of the CFP professional or the CFP professional's employer that has a potential to materially affect the relationship with the client;

c) Any information about the CFP professional or the CFP professional's employer that could reasonably be expected to materially affect the client's decision to engage the CFP professional;

d) Any information that the client might reasonably want to know in establishing the scope and nature of the relationship, including, but not limited to, information about the CFP professional's areas of expertise; and

e) Contact information for the CFP professional and, if applicable, the CFP professional's employer.

**Guidance:** This Rule details a CFP professional's disclosure obligations relevant to: compensation arrangements, potential conflicts of interest, information relevant to the CFP professional's practice and services and any other information the client may reasonably want to know when establishing a relationship. Such disclosure includes information about the CFP professional or his/her employer that could impact the client's decision to engage the CFP professional including the CFP professional's areas of expertise and the services the CFP professional is able to offer by virtue of his/her expertise and/or relationship with his/her employer. For the purposes of Rule 8 and 8.1, a "conflict of interest" means an interest that may adversely affect a CFP professional's judgment and/or obligations to a client. A potential conflict of interest exists where the duties and loyalties a CFP professional owes to his/her clients may be impacted (or there may be a perceived impact) by the duties or loyalty owed by the CFP professional to a third party or with the CFP professional's own interests. For example, without limiting the generality of the above, where the client is a: friend, spouse, family member, business partner, a debtor or investor, in such situations, the CFP professional's relationship with the client may interfere with the CFP professional's ability to provide objective advice to the client and/or put the client's interests first. As a matter of best practice, CFP professionals should advise their clients that they may not be able to continue in a professional relationship if a conflict of interest materializes in the future. Providing such guidance to clients at an early stage in the professional relationship will increase the level of trust and respect between the client and CFP professional.

Rule 10: A CFP professional shall take all reasonable steps to ensure that the client is informed of material changes in circumstances that arise subsequent to the original engagement that may have an impact on the professional relationship or services to be rendered. Such changes may include, but are not limited to: a) conflicts of interest; b) the CFP professional's business affiliation; c) compensation structures affecting the professional services to be rendered; and d) new or changed agency relationships.

In addition, the CRP drew the CFP professional's attention to Rule 8.1 of the *FPSC® Rules of Conduct* introduced in 2015 and the Guidance thereto, introduced in March 2016.

Rule 8.1 provides:

Rule 8.1**:** When the services include financial planning or material elements of the financial planning process:

a) A CFP professional shall not provide services to a client where there is an existing conflict of interest between the CFP professional and the client; unless, after full written disclosure of the existing conflict of interest, the client makes the informed decision to engage the CFP professional notwithstanding the conflict. The CFP professional must obtain the client's written consent before providing services to the client. Such written consent must include a description of the conflict of interest and confirmation of the client's decision to proceed.

b) Where a conflict of interest arises during the course of an ongoing relationship with a client either between the client and the CFP professional or between the CFP professional's clients in the case of a joint engagement, a CFP professional shall, immediately upon discovery of the conflict of interest, advise the client, in writing, of the conflict of interest. In such circumstances a CFP professional shall cease providing services (acting in accordance with the provisions of Rule 11) unless and until the client makes the informed decision to continue with the engagement. The CFP professional must obtain the client's written consent to continue. Such written consent must include a description of the conflict of interest and confirmation of the client's decision to proceed.

**Guidance:** A conflict of interest exists where the duties a CFP professional owes to his/her clients (including the Client First Duty in the FPSC Code of Ethics) are in conflict or impacted by the duties or loyalty owed by the CFP professional to a third party or with the CFP professional's own interests. For example, a conflict of interest may exist, where the CFP professional has a personal or financial interest in a client's business. In such circumstances, the personal or financial interest impacts the CFP professional's ability to provide objective advice to the client and/or put the client's interests first. CFP professionals should actively avoid situations which give rise to conflicts of interest including, but not limited to: personal loans to a client or becoming involved as an investor or creditor in a client's business. As a matter of best practice, CFP professionals should decline to enter into a professional relationship with a client where there is an existing conflict of interest or where a conflict of interest is likely to materialize that cannot be mitigated. Conflicts of interest may arise between clients in joint engagements. When acting for two or more clients in a joint engagement, a CFP professional should be watchful for conflicts of interest which may develop among the clients themselves and which may impact the CFP professional's ability to provide services to one or more of the clients. Situations in which a conflict of interest between clients may develop include, for example, joint engagements involving: spouses, members of the same family and business partners. For the purpose of Rule 8.1, an "informed decision" is a decision based on complete disclosure of all information known to the CFP professional that the client requires to make a decision regarding whether or not he/she will engage or continue to engage the CFP professional. A general or generic statement that there may be a conflict is not sufficient to satisfy the disclosure/notice obligation under this rule. A CFP professional must advise the client, in writing, of the conflict and explain the conflict and its potential impact on the professional relationship.

## Anonymous Case Histories – 3

**Code Provisions:** **FPSC® Code of Ethics: Principles 2 and 8**
**FPSC® Rules of Conduct: Rule 2, 18 and 25**

**Background:** FPSC commenced an investigation into the conduct of the CERTIFIED FINANCIAL PLANNER professional following a review of a financial industry regulator's News Release reporting a finding of misconduct.

The CFP professional admitted to obtaining and maintaining blank/pre-signed account forms.

**Conduct Review Panel's Decision:**

The Conduct Review Panel (the "CRP") was troubled by the CFP professional's conduct noting that the CFP professional failed to report the financial industry regulator's investigation and sanction to FPSC, as required. The CRP noted, as a mitigating factor, that the CFP professional was found to have obtained and maintained eight blank/pre-signed account forms in respect of five clients. The CRP also found that the CFP professional demonstrated remorse and that there was no evidence of ongoing misconduct.

The CRP directed that the matter be closed on the basis of a Letter of Guidance and Advice. The CRP reminded the CFP professional of his professional obligations pursuant to Principles 2 and 8 of the *FPSC® Code of Ethics*, and Rules, 2, 18 and 25 of the *FPSC® Rules of Conduct*, which provide:

> Principle 2: Integrity - A CFP professional shall always act with integrity.
> Integrity means rigorous adherence to the moral rules and duties imposed by honesty and justice.
>
> Principle 8: Professionalism - A CFP professional shall act in a manner reflecting positively upon the profession.
> Rule 2: A CFP professional shall not engage in any conduct that reflects adversely on his or her integrity or fitness as a CFP professional, the CFP marks or the profession.
>
> Rule 18: A CFP professional shall perform financial planning in accordance with applicable laws, regulations, rules or established policies of governmental agencies and other applicable authorities including FPSC.
>
> Rule 25: A CFP professional shall not make any false or misleading statement to FPSC whether or not in the course of investigating a complaint.

# Anonymous Case Histories – 4

**Code Provisions:** **FPSC® Code of Ethics: Principles 2 and 8**
**FPSC® Rules of Conduct: Rule 2, 18 and 25**

**Background:** FPSC commenced an investigation into the conduct of the CERTIFIED FINANCIAL PLANNER professional following a review of a financial industry regulator's News Release reporting a finding of misconduct.

The CFP professional admitted to obtaining, possessing, and using to process trades, blank pre-signed account forms.

**Conduct Review Panel's Decision:**

The Conduct Review Panel (the "CRP") was troubled by the CFP professional's conduct noting that the CFP professional failed to report the financial industry regulator's investigation and sanction to FPSC, as required. The CRP noted, that the CFP professional was found to have obtained and maintained twelve blank/pre-signed account forms in respect of four clients. While the CFP professional did alter three account transaction forms in respect of two clients, the CRP noted that, in all instances, the forms were used for the purpose authorized by the client. There was no evidence that the forms were used in furtherance of other misconduct such as, for example, unauthorized trading. The CRP also found that the CFP professional demonstrated remorse and that there was no evidence of ongoing misconduct.

The CRP directed that the matter be closed on the basis of a Letter of Guidance and Advice. The CRP reminded the CFP professional of his professional obligations pursuant to Principles 2 and 8 of the *FPSC® Code of Ethics*, and Rules, 2, 18 and 25 of the *FPSC® Rules of Conduct*, which provide:

Principle 2: Integrity - A CFP professional shall always act with integrity.

Principle 8: Professionalism - A CFP professional shall act in a manner reflecting positively upon the profession.

Rule 2: A CFP professional shall not engage in any conduct that reflects adversely on his or her integrity or fitness as a CFP professional, the CFP marks or the profession.

Rule 18: A CFP professional shall perform financial planning in accordance with applicable laws, regulations, rules or established policies of governmental agencies and other applicable authorities including FPSC.

Rule 25: A CFP professional shall not make any false or misleading statement to FPSC whether or not in the course of investigating a complaint.

# Anonymous Case Histories – 5

**Code Provisions:** **FPSC® Code of Ethics: Principles 2 and 8**
**FPSC® Rules of Conduct: Rule 2, 18 and 25**

**Background:** FPSC commenced an investigation into the conduct of the CERTIFIED FINANCIAL PLANNER professional following a review of a financial industry regulator's News Release reporting a finding of misconduct.

**Conduct Review Panel's Decision:**

The Conduct Review Panel (the "CRP") was troubled by the CFP professional's conduct noting that the CFP professional failed to report the financial industry regulator's investigation and sanction to FPSC, as required. The CRP noted, that the CFP professional was found to have obtained and maintained forty seven blank/pre-signed account forms in respect of twenty-six clients. There was no evidence that the forms were used in furtherance of other misconduct such as, for example, unauthorized trading. The CRP also found that the CFP professional demonstrated remorse and that there was no evidence of ongoing misconduct.

The CRP directed that the matter be closed on the basis of a Letter of Guidance and Advice. The CRP reminded the CFP professional of his professional obligations pursuant to Principles 2 and 8 of the *FPSC® Code of Ethics*, and Rules, 2, 18 and 25 of the *FPSC® Rules of Conduct*, which provide:

> Principle 2: Integrity - A CFP professional shall always act with integrity.
>
> Principle 8: Professionalism - A CFP professional shall act in a manner reflecting positively upon the profession.
>
> Rule 2: A CFP professional shall not engage in any conduct that reflects adversely on his or her integrity or fitness as a CFP professional, the CFP marks or the profession.
>
> Rule 18: A CFP professional shall perform financial planning in accordance with applicable laws, regulations, rules or established policies of governmental agencies and other applicable authorities including FPSC.
>
> Rule 25: A CFP professional shall not make any false or misleading statement to FPSC whether or not in the course of investigating a complaint.

## Anonymous Case Histories – 6

**Code Provisions:** **FPSC® Code of Ethics: Principles 2 and 8**
**FPSC® Rules of Conduct: Rule 2 and 12**

**Background:** FPSC commenced an investigation into the conduct of the CERTIFIED FINANCIAL PLANNER professional following a review of the CFP professional's declaration in 2016/2017 advising of an investigation commenced by a financial industry regulator.

**Conduct Review Panel's Decision:**

The Conduct Review Panel (the "CRP") noted that the CFP professional was found to have obtained and maintained twelve blank/pre-signed account forms in respect of nine clients. the CRP noted that, in all instances, the forms were used for the purpose authorized by the client. There was no evidence that the forms were used in furtherance of other misconduct such as, for example, unauthorized trading. The CRP also found that the CFP professional demonstrated remorse and that there was no evidence of ongoing misconduct.

The CRP directed that the matter be closed on the basis of a Letter of Guidance and Advice. The CRP reminded the CFP professional of his professional obligations pursuant to Principles 2 and 8 of the *FPSC® Code of Ethics*, and Rules 2 and 12 of the *FPSC® Rules of Conduct*, which provide:

> Principle 2: Integrity - A CFP professional shall always act with integrity.
>
> Principle 8: Professionalism - A CFP professional shall act in a manner reflecting positively upon the profession.
>
> Rule 2: A CFP professional shall not engage in any conduct that reflects adversely on his or her integrity or fitness as a CFP professional, the CFP marks or the profession.
>
> Rule 12: A CFP professional shall provide reasonable and prudent professional supervision of any subordinate or third party to whom the CFP professional assigns any work. A CFP professional shall provide reasonable and prudent professional supervision of any individual whose work is subject to review or oversight by him/her as a CFP professional.

# Anonymous Case Histories – 7

**Code Provisions:** **FPSC® Code of Ethics: Principles 2 and 8**
**FPSC® Rules of Conduct: Rule 2, 18 and 25**

**Background:** FPSC commenced an investigation into the conduct of the CERTIFIED FINANCIAL PLANNER professional following a review of a financial industry regulator's News Release reporting a finding of misconduct.

**Conduct Review Panel's Decision:**

The Conduct Review Panel (the "CRP") noted that the CFP professional was found to have obtained and maintained forty-nine blank/pre-signed account forms in respect of twenty-seven clients. There was no evidence that the forms were used in furtherance of other misconduct such as, for example, unauthorized trading. The CRP also found that the CFP professional demonstrated remorse and that there was no evidence of ongoing misconduct.

The CRP directed that the matter be closed on the basis of a Letter of Guidance and Advice. The CRP reminded the CFP professional of his professional obligations pursuant to Principles 2 and 8 of the *FPSC® Code of Ethics*, and Rules, 2, 18 and 25 of the *FPSC® Rules of Conduct*, which provide:

> Principle 2: Integrity - A CFP professional shall always act with integrity.
>
> Principle 8: Professionalism - A CFP professional shall act in a manner reflecting positively upon the profession.
>
> Rule 2: A CFP professional shall not engage in any conduct that reflects adversely on his or her integrity or fitness as a CFP professional, the CFP marks or the profession.
>
> Rule 18: A CFP professional shall perform financial planning in accordance with applicable laws, regulations, rules or established policies of governmental agencies and other applicable authorities including FPSC.
>
> Rule 25: A CFP professional shall not make any false or misleading statement to FPSC whether or not in the course of investigating a complaint.

# Anonymous Case Histories – 8

**Code Provisions:** **FPSC® Code of Ethics: Principles 2 and 8**
**FPSC® Rules of Conduct: Rules 2 and 18**

**Background:** FPSC commenced an investigation into the conduct of the CERTIFIED FINANCIAL PLANNER® professional following a review of a financial industry regulator's News Release reporting a finding of misconduct.

**Conduct Review Panel's Decision:**

The CFP professional admitted that between March 2010 and April 2014, he obtained, maintained and in some instances used to process, 56 blank pre-signed or partially completed forms in respect of 34 clients. FPSC's investigation did not reveal any evidence that he engaged in or associated with conduct that involved dishonesty, fraud, deceit or misrepresentation, or knowingly made a false or misleading statement to clients. There was no evidence of client harm and no complaints were filed with FPSC as a result of the conduct.

The Conduct Review Panel ("CRP") directed that the matter be closed on the basis of a Letter of Guidance and Advice. The CRP reminded the CFP professional of his professional obligations pursuant to Principles 2 and 8 of the *FPSC® Code of Ethics*, and Rules 2 and 18 of the *FPSC® Rules of Conduct*, which provide:

> ***Principle 2: Integrity:*** *A CFP professional shall always act with integrity. Integrity means rigorous adherence to the moral rules and duties imposed by honesty and justice. Integrity requires the CFP professional to observe both the letter and the spirit of the Code.*
>
> ***Principle 8: Professionalism -*** *A CFP professional shall act in a manner reflecting positively upon the profession. Professionalism refers to conduct that inspires confidence and respect from clients and the community, and embodies all of the other principles within the Code.*
>
> ***Rule 2:*** *A CFP professional shall not engage in any conduct that reflects adversely on his or her integrity or fitness as a CFP professional, the CFP marks or the profession.*
>
> ***Rule 18:*** *A CFP professional shall perform financial planning in accordance with applicable laws, regulations, rules or established policies of governmental agencies and other applicable authorities including FPSC.*

FINANCIAL PLANNING STANDARDS COUNCIL®

## Anonymous Case Histories – 9

**Code Provisions:** **FPSC® Code of Ethics: Principles 1, 2, and 6**
**FPSC® Rules of Conduct: Rules 2, 15 and 18**

**Background:** FPSC® commenced an investigation into the conduct of the CERTIFIED FINANCIAL PLANNER® following receipt of a complaint from the public (the CFP professional's former clients).

**Conduct Review Panel's Decision:**

Among other things, the Conduct Review Panel ("CRP") found that:

- The CFP® professional failed to place his clients' best interests first and to act diligently when providing financial planning advice;
- The CFP professional failed to exercise reasonable and prudent professional judgment in providing financial planning advice to the complainants; and
- The CFP professional executed trades in the clients' account without obtaining full and complete instructions on all aspects of the transaction and, in so doing, breached Rules 2, 15 and 18 of the *Standards of Professional Responsibility*.

The CRP directed that the matter be closed on the basis of a Letter of Guidance and Advice. . The letter of Guidance and Advice serves to remind the CFP professional of his professional obligations pursuant to the *Standards of Professional Responsibility for CFP Professionals and FPSC Level 1 Certificants in Financial Planning*, set and enforced by FPSC.

The CRP reminded the CFP professional of his professional obligations pursuant the *FPSC Code of Ethics* and the *FPSC Rules of Conduct*, and of his professional obligations pursuant to the following Principles and Rules:

> ***Principle 1**: Client First – A CFP professional shall always place the client's interests first.*
>
> ***Principle 2:** Integrity - A CFP professional shall always act with integrity. Integrity means rigorous adherence to the moral rules and duties imposed by honesty and justice. Integrity requires the CFP professional to observe both the letter and the spirit of the Code.*
>
> ***Principle 6:** Diligence - A CFP professional shall act diligently when providing advice and/or services to clients. Diligence is the degree of care and prudence expected from CFP professionals in the handling of their clients' affairs. Diligence requires fulfilling professional commitments in a timely and thorough manner and taking due care in guiding, informing, planning, supervising, and delivering financial advice and/or services to clients.*
>
> ***Rule 2:** A CFP professional shall not engage in any conduct that reflects adversely on his or her integrity or fitness as a CFP professional, the CFP marks or the profession.*
>
> ***Rule 15**: A CFP professional shall exercise reasonable and prudent professional judgment in providing financial planning.*
>
> ***Rule 18:** A CFP professional shall perform financial planning in accordance with applicable laws, regulations, rules or established policies of governmental agencies and other applicable authorities including FPSC.*

## Anonymous Case Histories – 10

**Code Provisions:** **FPSC® Code of Ethics: Principles 2 and 8**
**FPSC® Rules of Conduct: Rule 2 and 18**

**Background:** FPSC commenced an investigation into the conduct of the CERTIFIED FINANCIAL PLANNER® professional following a review of a financial industry regulator's News Release reporting a finding of misconduct.

**Conduct Review Panel's Decision:**

The CFP® professional admitted that between September 2006 and December 2013, she obtained, maintained and in some instances used to process, 136 blank pre-signed or partially completed forms in respect of 69 clients. FPSC's investigation did not reveal any evidence that she engaged in or associated with conduct that involved dishonesty, fraud, deceit or misrepresentation, or knowingly made a false or misleading statement to clients. Although there were a significant number of forms identified, there was no evidence of altered forms or that any client signatures were falsified. The forms were used for the purposes authorized by the clients. There was no evidence of client harm and no complaints were filed with FPSC as a result of the conduct.

The Conduct Review Panel ("CRP") directed that the matter be closed on the basis of a Letter of Guidance and Advice. The CRP reminded the CFP professional of her professional obligations pursuant to Principles 2 and 8 of the *FPSC® Code of Ethics*, and Rules 2 and 18 of the *FPSC® Rules of Conduct*, which provide:

> ***Principle 2: Integrity:*** *A CFP professional shall always act with integrity. Integrity means rigorous adherence to the moral rules and duties imposed by honesty and justice. Integrity requires the CFP professional to observe both the letter and the spirit of the Code.*
>
> ***Principle 8: Professionalism -*** *A CFP professional shall act in a manner reflecting positively upon the profession. Professionalism refers to conduct that inspires confidence and respect from clients and the community, and embodies all of the other principles within the Code.*
>
> ***Rule 2:*** *A CFP professional shall not engage in any conduct that reflects adversely on his or her integrity or fitness as a CFP professional, the CFP marks or the profession.*
>
> ***Rule 18:*** *A CFP professional shall perform financial planning in accordance with applicable laws, regulations, rules or established policies of governmental agencies and other applicable authorities including FPSC.*

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