

FP CANADA STANDARDS COUNCIL™

AND

HEERA SINGH, CFP®

STATEMENT OF ALLEGATIONS

I. THE CERTIFICANT

1. Heera Singh (“Mr. Singh” or the “Respondent”) was certified by the Financial Planning Standards Council®, now FP Canada™, as a FPSC Level 1® Certificant in Financial Planning, in August 2016. In January 2017, Mr. Singh was certified as a CERTIFIED FINANCIAL PLANNER® professional. He has consistently renewed his certification since 2017 and, as of the date of this Statement of Allegations, his certification is in good standing. Mr. Singh does not have a prior disciplinary history with the FP Canada Standards Council™ (the “Standards Council”).
2. Mr. Singh has been working in the financial industry since 2002, and has held various roles. In 2015, Mr. Singh started his own firm, “Legacy Wealth Advisors”, located in Brampton, Ontario, where he is a “Senior Financial Planner”. Since 2016, Mr. Singh has also been licensed as a mortgage agent.
3. Mr. Singh resides in Brampton, Ontario.

II. BACKGROUND OF THE PROCEEDINGS

4. In June 2024, the Standards Council was advised that Mr. Singh may have posted inappropriate comments/images on his LinkedIn account, which is public.
5. During the review of Mr. Singh’s LinkedIn profile, it was observed that since at least January 2022, he has posted comments that would be considered by readers, including members of the public, as hurtful, demeaning, discriminatory and/or unprofessional. The posts which are the subject of these allegations specifically relate to individuals who are trans activists, those that participate and or support the pride parade and pride month,

individuals who associate or support liberalism, and feminists, and link members of these communities to pedophilia, sexual perversion, and degeneracy (the “Posts”).

6. Each of the Posts include Mr. Singh’s name and the CFP certification mark and make it clear that Mr. Singh is a CFP certificant. The Posts also include his current title, “Senior Financial Advisor”, and are intermingled with posts relating to financial planning and/or the financial industry.
7. On October 29, 2024, the Conduct Review Panel referred the within matter to a Hearing Panel.

III. NOTICE

8. Further to the direction of the Conduct Review Panel, and in accordance with Article 5.1 of the FP Canada *Standards Council Disciplinary Rules and Procedures* (DRP), I hereby give notice of the Standards Council’s request that a hearing date be set with respect to the matter identified as: *FP Canada Standards Council™ and Heera Singh, CFP®*.
9. The Standards Council requests that the hearing be held in writing.

IV. APPLICABLE STANDARDS

10. Mr. Singh’s underlying conduct commenced as early as January 2022 and is ongoing as of the date of this Statement of Allegations. Accordingly, Mr. Singh’s conduct is governed by the *Standards of Professional Responsibility* in effect between July 2021 and those in effect as of the date of this Statement of Allegations. The applicable Principles and Rules of the *Standards of Professional Responsibility* are set out in **Appendix “A”**.

V. ALLEGATION

The Standards Council makes the following allegations against the Respondent:

1. Commencing in January 2022 and continuing as of the date of this Statement of Allegations, the Respondent posted, and continues to post, comments on his LinkedIn account, where he holds himself out as a CFP professional, which would be considered by readers, including members of the public, as unprofessional. He has thereby failed to act with professionalism, contrary to Principle 8 of the *Standards of Professional Responsibility* in effect between July 2021 and those currently in effect.

2. Commencing in January 2022 and continuing as of the date of this Statement of Allegations, the Respondent posted, and continues to post, comments on his LinkedIn page, where he holds himself out as a CFP professional, which would be considered by readers, including members of the public, as hurtful, demeaning and discriminatory. He has thereby engaged in conduct, including conduct outside of his practice, which reflects adversely on his integrity or fitness as a CFP professional, the FP Canada Certification Marks or the profession, contrary to Principle 2 and Rule 2 of the *Standards of Professional Responsibility* in effect between July 2021 and those currently in effect.

Dated: November 19, 2024



Tamara Center

Director, Professional Conduct and
Enforcement
Counsel to FP Canada Standards Council™

APPENDIX “A”

Standards of Professional Responsibility for CFP Professionals and QAFP Professionals from July 2021 – April 2022

Principle 2: Integrity

A Certificant shall always act with integrity. Integrity means rigorous adherence to the moral rules and duties imposed by honesty and justice. Integrity requires the Certificant to observe both the letter and the spirit of the Code of Ethics.

Principle 8: Professionalism

A Certificant 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 of Ethics.

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

Standards of Professional Responsibility for CFP Professionals and QAFP Professionals from May 2022 to May 2024

Principle 2: Integrity

[No Material Change]

Principle 8: Professionalism

[No Material Change]

Rule 2: A Certificant shall not engage in any conduct, including conduct outside of their practice, that reflects adversely on their integrity or fitness as a Certificant, the FP Canada Certification Marks or the profession.

Standards of Professional Responsibility for CFP Professionals and QAFP Professionals from June 2024 to Present

Principle 2: Integrity

[No Material Change]

Principle 8: Professionalism

[No Material Change]

Rule 2:

[No Material Change]