

STANDARDS OF CONDUCT

REQUIREMENTS FOR PROGRAM ENTRY, LICENSING AND CONTINUED USE OF CERTIFICATION MARKS

Knowledge Bureau is a certified, national post-secondary institution which provides financial education and continuing professional development leading to specialization in tax, bookkeeping, accounting, insurance, investment, retirement, wealth management, business succession, estate and philanthropic services.

Tuition fees paid to Knowledge Bureau qualify for a tuition fee credit under the Income Tax Act Section 118.5 and 118.6. Alternatively, they can be claimed as tax deductions by firms who pay for professional development of their employees to acquire specialized credentials critical for their occupations or financial well-being.

Knowledge Bureau programs may be accredited by a variety of national organizations and regulators including the Investment Industry Regulatory Organization of Canada (IIROC), Insurance Councils, and various professional organizations and associations in the accounting, bookkeeping, insurance and financial and philanthropic services.

Knowledge Bureau also provides curriculum development, educational publishing, accredited programming and instructional services to its national clients for continuing professional development purposes.

Certification and Designation. Knowledge Bureau awards certificates, diplomas and designations to successful graduates who demonstrate they have met proficiency standards by successfully passing skills-based examinations. Graduates of mastery programs are licensed to use registered designation marks in their chosen specialization:

- RWM™
- MFA™ in three areas of specialization:
 - Business Services Specialist
 - Business Growth Specialist
 - Pension and Estate Services Specialist
- DFA – Tax Services Specialist™
- DFA – Bookkeeping Services Specialist™
- MFA-P™

Prerequisites. The following is recommended: a minimum high school diploma and experience through employment or entrepreneurship within the tax, accounting, bookkeeping or financial services, or designation, certification, or license to practice in the industry sector and/or at least three years' experience in the tax, accounting or financial services.

Pathway to Designation Programs. All undergraduates are admitted into a faculty of studies with their first course selections and thereby begin their pathway towards designation, one course at a time. However, students may also select a program of courses at registration, thereby saving on tuition fees and securing a set study schedule. All study materials, lesson plans, software, applicable financial calculators and research materials are included.

Student Support. Students may select from a series of online certificate courses in their chosen field of specialization, and may supplement online learning with personal email instruction from faculty members, or for an extra cost, peer-to-peer sessions in virtual or regional workshops or conferencing offered by Knowledge Bureau. Required hours of study are outlined in the online descriptors of the programs.

Transcripts and Student Progress Reports. Quarterly transcripts are forwarded to provide a progress report and in the case of designates, the Continuing Education/Professional Development (CE/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.

VIP Graduate Status. To encourage our students to continue their academic pathway to continuing professional development and specialization in their field, Knowledge Bureau provides tuition fee reductions to graduates who wish to continue in their next program of studies.

Standards of Conduct. Holders of registered marks licensed by Knowledge Bureau are held to a high standard of professional conduct and continuing education requirements after graduation. To that end, it is necessary to relicense the use of their designation marks on an annual basis. See below for details.

STANDARDS OF CONDUCT AND ATTESTATION

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

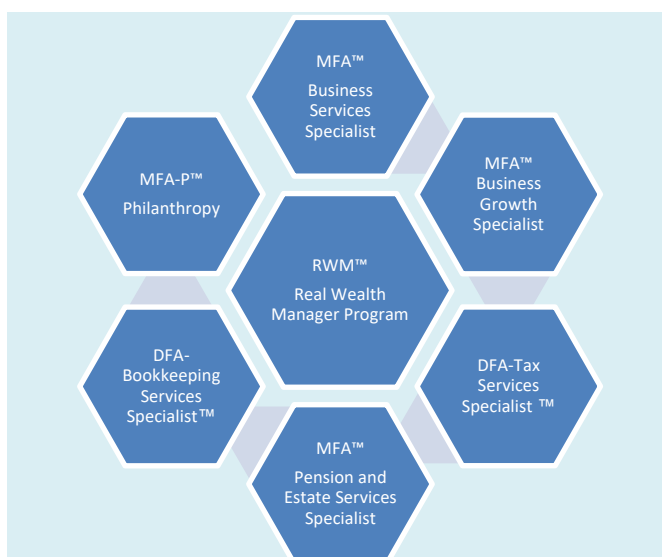
Prior to issuing designation and annually thereafter, Knowledge Bureau designates attest to using best practices in their chosen field by maintaining their deep and broad knowledge and skills and using an ethical client-centric approach focus on the clients' best interests. Specifically, Knowledge Bureau graduates attest to the following:

ANNUAL DESIGNATE ATTESTATION

AS A DESIGNATE OF KNOWLEDGE BUREAU I ATTEST AS FOLLOWS:

- **Knowledge Mastery:** Successful completion of the required courses within the specialized field of service chosen by the designate.
- **Professional Ethics:** I am in good standing under the requirements of all professional designations and licenses required including Knowledge Bureau continuing professional development requirements. I have no criminal convictions now or pending, nor any citations for unethical conduct, or unresolved client complaints received by Knowledge Bureau. I understand and agree that if I am offside in any of these areas I must give up the use of the designation marks, and remove them from all platforms or publications including letterhead, cards, websites and social media until the matter is resolved. I understand that various accreditors will require a public notice for unethical practices.
- **Compliance Guidance:** I acknowledge that Knowledge Bureau provides guidance on compliance requirements, regulation and best interest duties in a variety of ways including articles in weekly e-newsletters delivered to me at no charge as long as I voluntarily subscribe, as part of their required reading in all continuing professional development activities. Knowledge Bureau also offers guidance on ethical practices at its virtual and 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, within a 12-month period ending every June 30. By taking courses in any one of its seven faculties identified below; both verifiable and non-verifiable credits are accepted. My ongoing status is reported by Knowledge Bureau on a quarterly basis but available to me 24/7 in the Knowledge Bureau Virtual Campus. Official transcripts are delivered to designates at the beginning of April, July, October and January to report on progress.



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 within a 12-month period. Designated graduates must have achieved at least 15 CE Credits in a 12-month period, ending June 30.

Two types of credits qualify:

Verifiable Credits:

- One online certificate course (30 hours each = 2 years of credits)
- Attendance at CE Summit (10 credit hours each – 4 verifiable and 6 non-verifiable)
 - Add-on online course = 20 more CE Credits
- DAC Conference (15 credit hours)
- Knowledge Gap Courses (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.

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 the end of the continuing professional development period (June 30)**.

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 within 60 days of the period end is required.**

After 60 Days. 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. See details below.

Designate VIP Status Tuition Rates: Enter the Virtual Campus through the Student Login 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 this breach of professional standards and conduct have been corrected. This requires:

1. A letter or email informing us of the breach
2. A signed **Certificate of Attestation: Good Professional Standing** attached.

STEPS TO REINSTATEMENT OF LICENSE TO USE DESIGNATION MARKS.

Knowledge Bureau believes in a positive reinstatement process. The student will submit a formal application by letter addressed to the Registrar that includes an explanation of the circumstances plus a reinstatement assessment fee of \$395. This application will be submitted to a peer group of advisors, the Society of Real Wealth Managers (RWM™) for review.

In addition, the application must include the following or it will be considered incomplete:

- 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.
- Evidence that minimum **CE hours** required were completed.
- **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.
- **Attestation: submission of the Certificate of Attestation: Good Professional Standing.**

Failure to pass approval by the Society of Real Wealth Managers will necessitate **removal** of the former designate from the list of active designates on the Knowledge Bureau website.

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, the client should contact Knowledge Bureau at the following email: registrar@knowledgebureau.com with the reason for the complaint. The registrar will contact the designate and request a resolution before the calendar year end. Barring this, the designate is prohibited from using the designation marks until the matter is resolved.

DISCIPLINARY ACTIONS REQUIRED: Should the matter remain unresolved, the designate will receive

- A written Notice of Reprimand
- Steps to Completion of Reinstatement Procedures
- Publication of failure to comply on 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. *Knowledge Bureau designates who provide permission will be listed under a new Meet Our Students landing page on the Knowledge Bureau website. Designates may not appear if they have requested anonymity or if they have been disciplined.*