

# CANACCORD Wealth Management

## **CANACCORD WEALTH MANAGEMENT PARTNERS WITH Fi360 CANADA TO OFFER THE ACCREDITED INVESTMENT FIDUCIARY (AIFP) DESIGNATION TRAINING TO ADVISORS**

**TORONTO, September 19, 2011** – Canaccord Wealth Management (“Canaccord”) is pleased to announce it has partnered with fi360 Canada, the premier organization for fiduciary education, investment analytics, and industry insights for financial professionals, to provide Canaccord Investment Advisors the opportunity to obtain the AIFP® (Accredited Investment Fiduciary Professional®) designation.

"The AIFP® designation sets Canaccord Investment Advisors apart by denoting their successful completion of the most advanced professional training available on fiduciary standards-of-care," said Tanya Bird-McCann, Chief Operating Officer, Canaccord Wealth Management. "Our continued partnership with fi360 will solidify Canaccord's Advisor training program as one of the most robust in the Canadian market."

"We are extremely pleased to add Canaccord Wealth Management as a preferred partner" said Beat Guldemann, Chairman of fi360 Canada. "Fi360 has been very successful in making the fiduciary standard a core component of best practices in the investment industry in the United States and Australasia. We are looking forward to bringing these standards to the Canadian market as we begin rolling out the AIFP® designation and related support programs. Canaccord's support of this initiative is proof of the value that fi360 brings to the wealth management industry, financial advisors and investors alike. We commend the leadership exhibited by Canaccord."

The first training program for Canaccord Investment Advisors took place in July 2011. Future AIFP training sessions and exams will be provided throughout the year.

### **ABOUT CANACCORD WEALTH MANAGEMENT:**

As one of Canada's largest independent investment dealers with 32 Wealth Management offices located across Canada, Canaccord Wealth Management is a national financial services firm that offers a wide-range of investment products, services and client-focused solutions. Canaccord's commitment to meeting the needs of its clients continues to be the cornerstone of its success. Canaccord Wealth Management is a division of Canaccord Genuity Corp., Member, Canadian Investor Protection Fund and the Investment Industry Regulatory Organization of Canada.

### **ABOUT Fi360 CANADA INC.:**

Fi360 Canada Inc., in association with Pittsburgh, PA based fi360, offers a comprehensive approach to investment fiduciary education, practice management and support that will help establish them as the go-to source for investment fiduciary insights in Canada. With substantiated Practices as the foundation, fi360 Canada offers world-class fiduciary Training/Education, and Resources that are essential for fiduciaries and those who provide services to fiduciaries to establish added value and thereby to more

effectively manage their roles and responsibilities. Fi360 Canada assists those who rely on their fiduciary education programs, professional AIFP® and AIFA® (Accredited Investment Fiduciary Analyst) designations, and resources to achieve success.

**FOR FURTHER INFORMATION CONTACT:**

Scott Davidson  
Managing Director, Global Head of Marketing & Communications  
Canaccord Financial Inc.  
Tel: 416-869-3875  
Email: [scott.davidson@canaccord.com](mailto:scott.davidson@canaccord.com)

Jon Parry  
President & COO  
Fi360 Canada Inc.  
Tel: 416-644-7020  
Email: [jon.parry@fi360canada.com](mailto:jon.parry@fi360canada.com)