

February 14, 2015

I write to add my support to the concept of best practices in delivery of fiduciary services. It only makes sense to codify the process, not to make hard and fast rules, rather to make it easier for the end user to deal with the distinction.

There is one short coming in your list of desirable credentials. You should include any credential granted by a well recognized institution such as the American College. For example, CLU. The opinion might be that it is probably unsuitable because of the term life underwriter. I refer you to Phil Chiricoti's research. CFDD did research on various designations that should prove instructive. They found that CLU was equally valuable, and deep as to subject matter, to the fiduciary process, as CFP. I will add, albeit, with somewhat less vocal of a marketing program.

Best regards,

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