

## NEWS RELEASE

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# Fiduciary Institute: First Class of ‘Best Practices’ Advisors Speak out: ‘Fiduciary Advice Leads to Deeper Client Relationships’

Vanguard Founder John C. (Jack) Bogle, Personal Finance Writer, Jane Bryant Quinn speak on importance of fiduciary standard to investors

New York, March 23 -- The Institute for the Fiduciary Standard today announces the first class of advisory firms that voluntarily agree to subscribe to the Institute’s *Best Practices: Professional Conduct Standards*. Twenty-six firms, from hourly planners to family offices, have subscribed.

**Knut A. Rostad**, president of the Institute for the Fiduciary Standard, said in a statement: "Best Practices Advisors, like other respected professionals, do more to serve clients best interest. They meet rigorous and concrete standards. They publicly and plainly demonstrate to investors and regulators what they do for clients. They demonstrate how fiduciary duties are translated into tasks and deeds that investors understand and value. They engage clients in ways that can build client trust. Ways which, they believe, build a foundation for deeper client-advisor relationships."

**Jane Bryant Quinn**, personal finance writer and author underscores the importance of what fiduciaries must do, "Fiduciaries disclose all fees including the fees associated with investment recommendations. They should have few or no conflicts (for any unavoidable conflicts) they disclose it in full and explain what it means."

## Best Practices Advisors

Best Practices Advisors, in accordance with the Best Practices Affirmation Program, put the Best Practices on their website and language on their Form ADV stating they subscribe to the practices.

Members of the first class of Best Practices Advisors speak out candidly about Best Practices and fiduciary. Links to the list of March 2017 class members and a document of comments from several members are below.

Florida advisor **Dan Moisand** says in a video (link below) that Best Practices "Cuts through the bull." **David Lewis** an advisor in Knoxville, points to the impact of "trust": "When clients (correctly) believe they get fiduciary, objective advice, their sense of security and wellbeing improves dramatically. They can focus on the substance of the advice, rather than guarding against the possibility of mishandled trust." **Richard Stott**, from Oslo, Norway adds to this point, "A fiduciary approach ensures not only a proper return on investment, but an improved return on life."

## Best Practices Affirmation Program Supporters

The Best Practices Affirmation Program has won the support of leaders in the advisory industry. When the program was announced last September, **former SEC Commissioner, Luis Aguilar**, stated, “Many investors view finance and financial advisors in a dim light. It’s important for the industry to take steps to improve this situation. Subscribing to and advocating for the Institute’s Best Practices is an excellent start.”

**Skip Schweiss**, Managing Director of Advisor Advocacy, TD Ameritrade Institutional, “An investment adviser affirming its adherence to Best Practices can really differentiate its standard of care with investors.” **Mark Tibergien**, Chief Executive Officer and Managing Director, Pershing Adviser Solutions, “This is an excellent first step in clarifying expectations consumer should have in working with their financial professionals.” **Ron Carson**, CEO of the Carson Group, “It’s our responsibility as advisors to answer the call for complete transparency..... the Best Practices Affirmation Program will play a fundamental role in that endeavor.”

## Links

Video; of Dan Moisand explains why his firm, Moisand, Fitzgerald, Tamayo, subscribes to Best Practices. See on the Institute home page. <http://www.thefiduciaryinstitute.org/>

Best Practices Advisors first class, March 2017.

<http://www.thefiduciaryinstitute.org/best-practices-advisors/>

Best Practices.

<http://www.thefiduciaryinstitute.org/wp-content/uploads/2017/03/BestPracticesMarch152017.pdf>

Best Practices Advisors speak out: Why the fiduciary standard matters to clients

<http://www.thefiduciaryinstitute.org/wp-content/uploads/2017/03/Why-does-the-Fiduciary-Standard-Matter-to-Clients.pdf>

## Best Practices Board

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## Institute for the Fiduciary Standard

The Institute for the Fiduciary Standard is a non-profit formed in 2011 to provide research, education and advocacy on the vital role of the fiduciary standard for investors and the capital markets. Visit the website, here: [www.thefiduciaryinstitute.org](http://www.thefiduciaryinstitute.org).