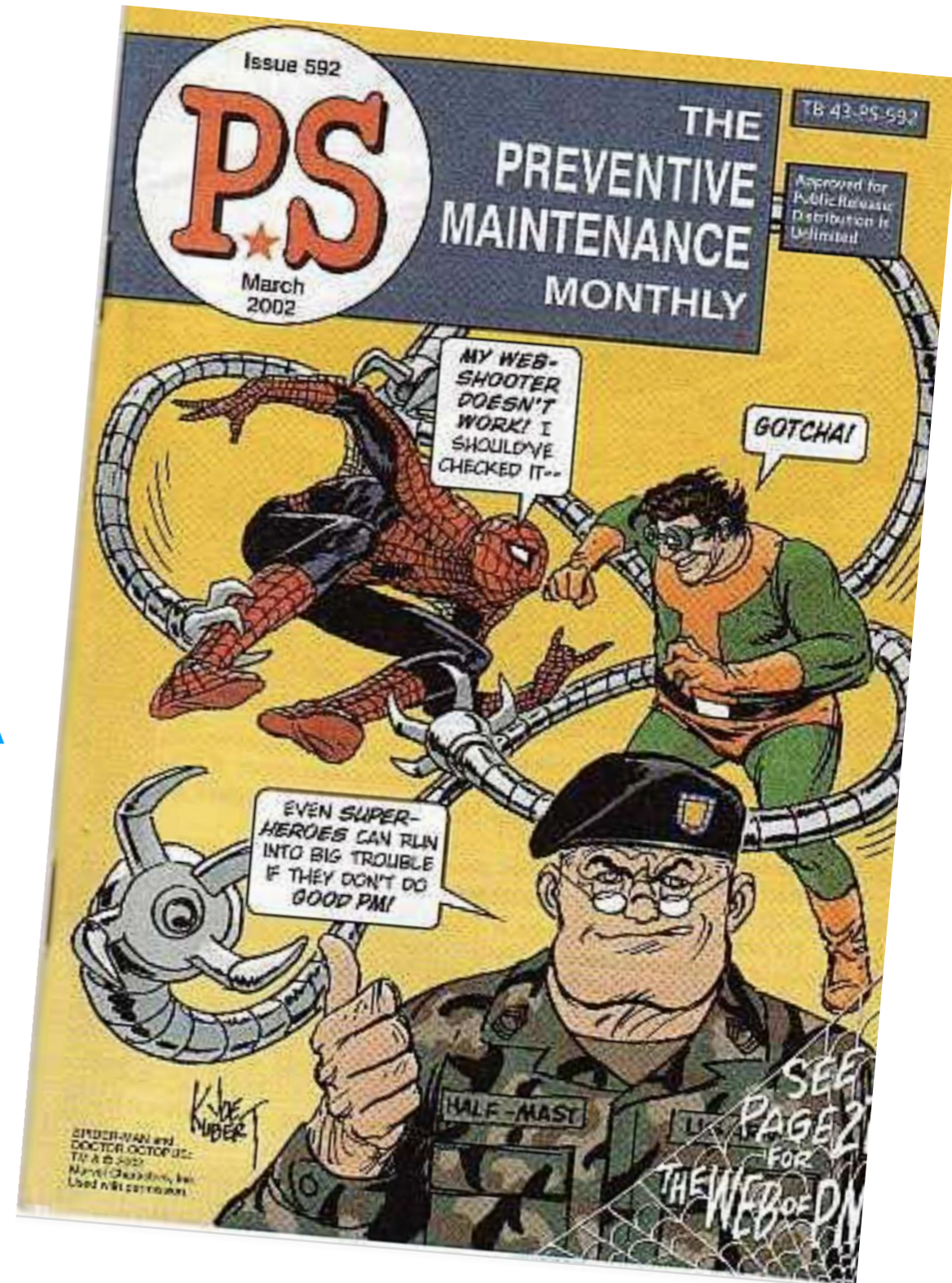
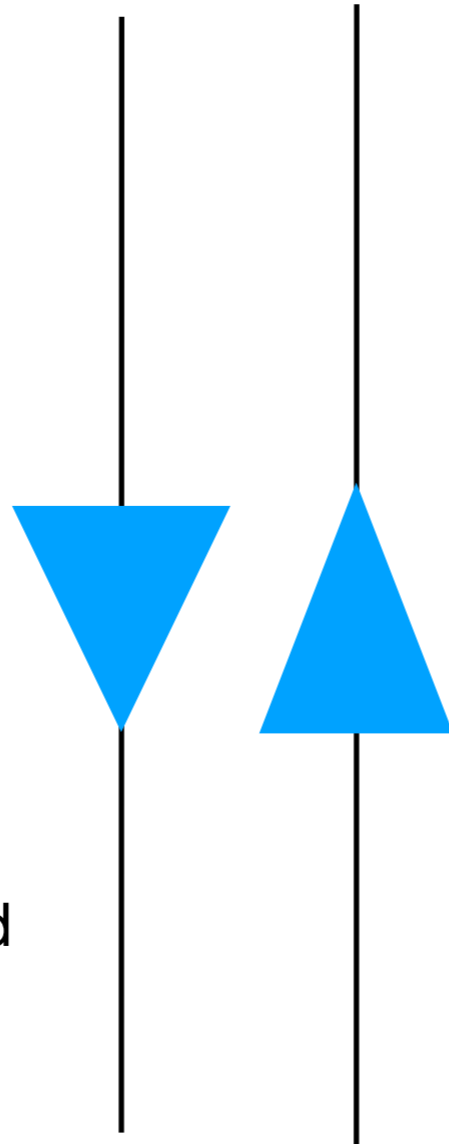


What's about to happen.... will be ameliorated by a personal Suitability Standard

- Markets crash
- Investors lose money
- Media & lawyers excited
- Politicians panic
- Reputations damaged
- Harsh regulation enacted
- Penalties & compensation paid
- Trust harmed
- Markets boom



Common sense, professional satisfaction, commercial benefit & 'circle of virtue' lead us to **PERSONALLY** explore the five steps of suitability:

- Really Know Your Client
- Know the SWOT of Your Product or Service
- Map the Relationship between Client and Product
- Obtain Clients' Properly Informed Consent Particularly Risks
- Provide an Ongoing Service that Clients' Value and Will Pay For





Suitability - the mapping of products and services to the psychological and financial needs of clients so that clients are happy to pay both an initial and ongoing fee

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