



Selecting Your Investment Advisor

Before you engage an advisor, make sure you know more about the individual than just their name and business title. There are many business titles in use within the investment industry (for example, Retirement Specialist, Wealth Advisor, Financial Planner, etc.). You should never select an advisor simply on the basis of a business title.

IIROC provides helpful information about selecting an advisor on its website. Visit [Choosing an Advisor](#) and the [Advantages of Using an IIROC-Registered Advisor](#) to learn more. You should make sure the investment advisor you choose and their firm is properly registered with IIROC, as well as the applicable provincial, territorial and non-Canadian securities regulators. You should also learn about their professional background, business practices and disciplinary history. IIROC's [Know Your Advisor & the IIROC Advisor Report](#) can assist you in finding information regarding the background, education and qualifications of advisors at IIROC-regulated firms.