

Rules respecting  
representations,  
banners and  
business cards

# Guide

## I - INTRODUCTION

Since the coming into force of the *Act respecting the distribution of financial products and services* and its regulations in 1999, you must, as a representative, owner or officer of a firm or partner of an independent partnership, adapt your business cards and representations legal requirements.

In our concern to give out information, we deemed it useful to draw up this document in order to guide you in your steps.

## II - AUTHORIZED TITLES

### II.1 General rule for firms

According to the sectors in respect of which a firm is registered with the *Autorité des marchés financiers*, it may present itself using the following titles<sup>1</sup> :

1. firm in the insurance of persons;
2. firm in the group insurance of persons;
3. firm in damage insurance;
4. firm in claims adjustment;
5. firm in financial planning;
6. firm in group-savings-plan brokerage;
7. firm in investment-contract brokerage;
8. firm in scholarship-plan brokerage;
9. firm in real estate brokerage.

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<sup>1</sup> Sect. 11 of the *Regulation respecting the registration of firms, independent representatives and independent partnership*

If a firm is registered in at least two sectors, it may use the title of “**financial services firm**”<sup>2</sup>.

If a firm is registered in at least three sectors, it may use the title of “**financial services firm**” and indicate the other titles it uses.

## II.II Questions-answers



**Q.1** You are the owner of a firm pursuing activities in the following sectors:

- insurance of persons;
- damage insurance;
- financial planning.

You wish to have the following mention printed on your business cards: “**firm in damage insurance and financial services firm.**” Is this possible?

**A.1 YES.**


You are entitled to use the title of “**firm in damage insurance and financial services firm**”, since you are authorized to pursue your activities in more than two sectors.

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<sup>2</sup> Sect. 13 of the Regulation respecting the registration of firms, independent representatives and independent partnerships

Section 13 of the *Regulation respecting the registration of firms, independent representatives and independent partnerships* provides that:

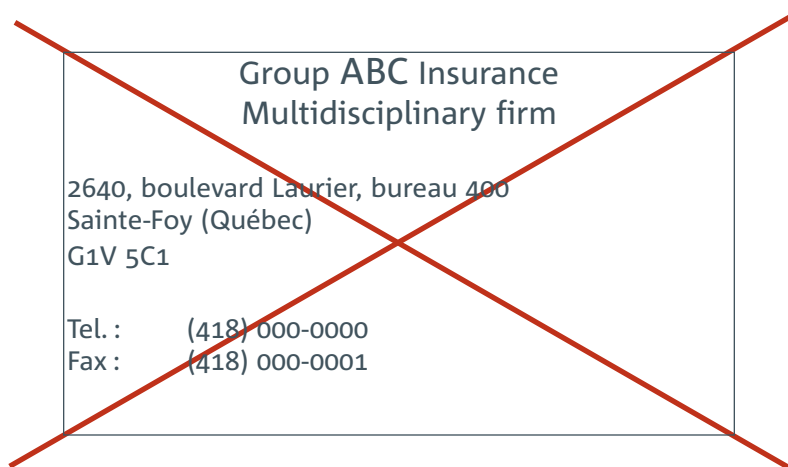
13. Instead of using the titles provided at section 11, a firm may also present itself using the title of “**financial services firm**” if it is registered in at least two sectors listed in the second paragraph of section 13 of the Act.”

 Q.2 You are the owner of a firm pursuing activities in more than one sector and wish to use the following title: “**multidisciplinary firm.**” Is this possible?

**A.2 NO.**

You may not use the title of “**multidisciplinary firm**”, as it is not a title that is provided for in the *Regulation respecting the registration of firms, independent representatives and independent partnership*.

EXAMPLE:



## II.III General rule for an independent partnerships

According to the sectors in respect of which an independent partnership is registered with the *Autorité des marchés financiers*, it may present itself using the following titles<sup>3</sup>:

1. independent partnership in the insurance of persons;
2. independent partnership in the group insurance of persons;
3. independent partnership in damage insurance;
4. independent partnership in claims adjustment;
5. independent partnership in financial planning.

If an independent partnership is registered in at least two sectors, it may present itself using the title of “**independent partnership in financial services**”<sup>4</sup>.

If an independent partnership is registered in at least three sectors, it may use the title of “**independent partnership in financial services**” and indicate the other titles it uses.

EXAMPLE :

*The mentions in italic are optional.*

<b>ABC Insurance &amp; Ass.</b>	
Independent Partnership in Financial Services	
<i>Group Insurance of Persons</i>	2020, University Street
<i>Damage Insurance</i>	Suite 1919
<i>Claims Adjustment</i>	Montréal (Québec)
<i>Financial Planning</i>	H3A 2A5
	Tel. (514) 000-0000
	Fax. : (514) 000-0001
<i>Partner of the CDE Group</i>	

<sup>3</sup> Sect. 12 Regulation respecting the registration of firms, independent representatives and independent partnership

<sup>4</sup> Sect. 14 Regulation respecting the registration of firms, independent representatives and independent partnership

## II.IV Question-answer

 **Q.3** You are the owner of an independent partnership pursuing activities in more than one sector. You wish to have the following mention printed on your business cards: “**independent partnership in financial products and services.**” Is this possible?

### A.3 NO.

You may not use the title of “**independent partnership in financial products and services,**” since it is not a title that is provided for in the *Regulation respecting the registration of firms, independent representatives and independent partnership*. You must indicate “**independent partnership in financial services.**”

## II.V General rule for a representative

A representative uses one of the following titles, according to the sector or sector class for which he is certified with the Autorité des marchés financiers<sup>5</sup>:

SECTORS AND SECTORS CLASSES	TITLES
<b>Insurance of persons (1a)</b>	Financial security advisor
Accident and health insurance (1b)	Representative in accident and health insurance
<b>Group insurance of persons (2a)</b>	Advisor in group insurance and group-annuity plans
Group-insurance plans (2b)	Advisor in group-insurance plans
Group-annuity plans (2c)	Advisor in group-annuity plans
<b>Damage insurance (3a agent, 4a broker)</b>	Damage insurance agent or broker
Personal-lines damage insurance (3b and 4b)	Personal-lines damage insurance agent or broker
Commercial-lines damage insurance (3b and 4c)	Commercial-lines damage insurance agent or broker
<b>Claims adjustment (5a and 5d)</b>	Claims adjuster
Claims adjustment in personal-lines damage insurance (5b and 5e)	Personal-lines damage insurance claims adjuster
Claims adjustment in commercial-lines damage insurance (5c and 5f)	Commercial-lines damage insurance claims adjuster

<sup>5</sup> Sect. 99 to 103, 107 to 112 and 116 of the *Regulation respecting the issuance and renewal of representatives' certificates* Sect. 6 of the *Act respecting the distribution of financial products and services*

SECTORS AND SECTORS CLASSES	TITLES
Financial planning (6)	Financial planner or “F. Pl.”
Group-savings-plan brokerage (7)	Group-savings-plan representative or Mutual funds representative
Investment-contract brokerage (8)	Investment-contract representative
Scholarship-plan brokerage (9)	Scholarship-plan representative

## II.VI Questions-answers

**Q.4** You are an independent representative and pursue your activities in at least two sectors. You wish to have the following mention printed on your business cards: “**Michael Soandso, Financial Services Advisor.**” Is this possible?

**A.4 NO.**

As an independent representative, you must obligatorily use the titles under which you pursue your activities.

**Q.5** You are an independent representative and pursue your activities in insurance of persons. You wish to have the following mention printed on your business cards: “**Michael Soandso, Independent Representative – Financial Security Advisor.**” Is this possible?

**A.5 YES.**

You are entitled to indicate that you are an independent representative if you also indicate the title(s) under which you carry on your activities. The Autorité also accepts the use of “**independent advisor**”, instead of “**independent representative**”.

### III - BANNER OF A FIRM OR INDEPENDENT PARTNERSHIP

#### III.1 General rule


A banner is a sign, an illuminated billboard, or a poster outside a building, which carries advertisement on your establishment.

You are entitled, and it is even desirable, to indicate on your banner all the titles under which you pursue your activities.

However, for outdoor advertising, you are not under the obligation to do so.

On the other hand, inside your establishment, it is essential that the titles under which you pursue your activities be prominently displayed and printed in characters that are easily legible by consumers.

### III.II Question-answer

 **Q.6** You are the owner of a firm pursuing activities in insurance of persons and in damage insurance. You wish to display “**ABC Insurance**” on your banner. Is this possible?

**A.6 YES.**

However, inside your establishment, you must post a notice showing the titles under which you pursue your activities.

## IV. REPRESENTATIONS AND BUSINESS CARDS

Representation is defined as any manifestation, written or verbal, of the services or products you offer, such as a sales illustration, an explanatory pamphlet describing a product, a trademark, a slogan, a symbol, etc.

### IV.I General rule for a representative

A representative must, when he first meets with a client, give him a document, such as a business card, on which the following must appear:

1. his name;
2. the business address where he pursues his activities, as well as his business telephone numbers and, where applicable, his fax number;
3. the titles he is authorized to use;

4. the sectors or sector classes in which he is authorized to act, as indicated on his certificate, unless the titles he uses are representative thereof;
5. the name of the firm or partnership to which he is attached, as the case may be.

#### IV.II General rule for a firm, an independent partnership or an independent representative

First, it is important to remember that, as a firm, an independent representative or an independent partnership, you are under the obligation to indicate in your representations only the names you use in Québec in the pursuit of your activities and that you may not use a trademark, slogan, symbol or any other thing that is likely to cause confusion<sup>6</sup>.

Thus, an independent representative could not use a name that could be mistaken for that of an insurer:

**EXAMPLE: Des Jardins Insurance inc.**

In this respect, you must transmit to the Autorité des marchés financiers all the names that you intend to use in Québec in the pursuit of your activities<sup>7</sup> and inform it without delay of any change or modification related thereto.

You must also indicate in your representations the titles under which you pursue your activities<sup>8</sup>.

In addition, you must indicate the address of your principal establishment in Québec and your telephone number, so that consumers will be able to reach you easily.

If you add any additional information, you must make sure that they will not cause any confusion.


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<sup>6</sup> Sect. 1 of the *Regulation respecting firm, independent representative and independent partnership*

<sup>7</sup> Sect. 2, 4 and 6 of the *Regulation respecting the registration of firms, independent representatives and independent partnerships*

<sup>8</sup> Sect. 1 of the *Regulation respecting firm, independent representative and independent partnership*

#### IV.III Questions-answers

 **Q.7** You are an independent representative and wish to pursue your activities under the name of “**New Age Insurance Reg.**”. Is this possible?

**A.7 YES.**


If you register this firm name with the Autorité des marchés financiers.

EXAMPLE :

**New Age Insurance Reg.**

Michael Soandso  
*Financial Security Advisor*

800, Square Victoria  
22<sup>e</sup> étage, tour de la Bourse  
Montréal (Québec)  
H4Z 1G3  
Tel. (514) 000-0000 Fax: (514) 000-0001

 **Q.8** You are an independent representative who places business with a particular insurer. You wish to have the name or logo of this insurer printed on your business cards. Is this possible?

**A.8 YES, UNDER CERTAIN CONDITIONS.**

You are entitled to indicate your relations with one or more insurers on your business card, provided that:

1. you indicate after your name that you are an independent advisor (or an independent representative);
2. you indicate the name of such insurer after the mention “**Distributor authorized by...**”

EXAMPLE:                    **Michael Soandso, independent advisor**  
                                      **Financial Security Advisor**  
                                      **Distributor authorized by Goodlife Insurance Company**

It should be noted that a firm or independent partnership may indicate, in the same manner, its relations with insurers whose products it is authorized to distribute.

EXAMPLE:                    **ABC, Financial Services Firm**  
                                      **Distributor authorized by Goodlife Insurance Company**

In fact, section 1 of the *Regulation respecting firm, independent representative and independent partnership* provides that:

“ 1. A firm, independent representative or independent partnership must, in all its advertising, representations or client solicitation pertaining to its activities, use its name or, where applicable, the other names it uses in Québec in the pursuit of its activities and may not use a trademark, slogan, symbol or any other thing that is likely to cause confusion. (...)”

It must therefore be evident for consumers that you are an independent representative and that you are not attached to a firm.





**Q.10** You are a representative and pursue your activities in the following sectors:

- insurance of persons, attached to firm A;
- damage insurance brokerage, attached to firm B.

You wish to have only one business card. Is this possible?

**A.10 YES.**

You may have only one business card on which all the information required for each of the sectors appears, or use a business card printed on both sides. Consumers must be able to identify in which sector you act on behalf of Firm A, and in which sector you act on behalf of Firm B.

#### IV.IV General rule for a securities representative

No securities representative may pursue his activities as such unless he is acting on behalf of one firm only<sup>9</sup>.

However, a securities representative might pursue activities in another sector.

A person who pursues activities in securities and in another sector may use only one business card for both activities, provided that:

- the information relative to a sector is not more prominent than that which concerns the other sector;
- there is no possible confusion on the part of consumers as to the nature of the services rendered by each of the entities.

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<sup>9</sup> Sect. 14 of the *Act respecting the distribution of financial products and services*

On the other hand, you may use a business card printed on both sides: one side showing the information relative to the securities activities, and the other side, the information relative to the activities in the other sector.

#### IV.V Question-answer



**Q.11** You are a representative and pursue your activities in the following sectors:

- insurance of persons, as an independent representative;
- group-savings-plan brokerage, attached to a firm.

You wish to have only one business card. Is this possible?

**A.11 YES.**

You may have only one business card on which all the information required for each of the sectors appears or use a business card that is printed on both sides.

#### IV.VI General rule for a trainee

A trainee must, at all times, present himself publicly as a trainee<sup>10</sup>.

A trainee may never use the titles of representatives. When meeting with clients, he must give them a written document, such as a business card, which must indicate the following:

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<sup>10</sup>Sect. 91 of the *Regulation respecting the issuance and renewal of representatives' certificates*

1. his name ;
2. his business address, business telephone number, electronic mail address, if applicable, and his fax number;
3. his title as trainee;
4. the sector(s) or sector class(es) in which he is authorized to act;
5. the name of the firm, independent partnership or independent representative on whose behalf he pursues activities.

#### IV.VII Questions-answers

 **Q.12** You are a trainee in damage insurance and wish to obtain business cards. Is this possible?

**A.12 YES**

You may use a business card. However, your title as a trainee and the sector in which you are training at the time must appear on the business card. For example: “**Michael Soandso, trainee in personal-lines damage insurance**”.

#### IV.VIII Customer service staff

Please note that the staff working in the customer service department of an insurance company, deposit institution, firm or independent partnership may not use the titles of representatives. This representation could cause confusion and lead consumers to believe that the individual in question is authorized to pursue activities as a representative within the meaning of the *Act respecting the distribution of financial products and services*.

## OTHER EXAMPLE OF A BUSINESS CARD

Here is an example of the business card of an independent representative who pursues activities in the insurance of persons sector and in the group insurance of persons sector.

### EXAMPLE

The mention in italic is optional.



### Autorité des marchés financiers

The mission of the Autorité des marchés financiers (AMF) is to supervise, oversee and regulate Québec's financial sector, namely, deposit-taking institutions (other than federally chartered banks), personal and damage insurance companies, securities operations and the distribution of financial products and services.

Among other laws, the AMF is charged with enforcing An Act respecting the distribution of financial products and services, which covers the following sectors:

- Damage insurance
- Claims adjustment
- Insurance of persons
- Group insurance of persons
- Financial planning
- Group savings plan brokerage
- Investment contract brokerage
- Scholarship plan brokerage

Representatives, firms and partnerships governed by the Act are required to comply with the present guidelines for the production of business cards and other tools for representational purposes.

For more information, contact our Information Centre - Industry:

Québec City: (418) 525-2263

Montréal: (514) 395-2263

Toll-free: 1 877 395-2263

E-mail: [renseignements-industrie@lautorite.qc.ca](mailto:renseignements-industrie@lautorite.qc.ca)

Information is also available to consumers by contacting our Information Centre Consumer Assistance:

Québec City: (418) 525-0311

Montréal: (514) 395-0311

Toll-free: 1 866 526-0311

E-mail: [renseignements-consommateur@lautorite.qc.ca](mailto:renseignements-consommateur@lautorite.qc.ca)

[www.lautorite.qc.ca](http://www.lautorite.qc.ca)

The Chambre de l'assurance de dommages (ChAD) and the Chambre de la sécurité financière (CSF)

Like the AMF, the mission of these two Chambers is to protect the interests of the public. However, both Chambers oversee certified representatives in the following sectors:

**Chambre de l'assurance de dommages**

- Damage insurance (personal and commercial lines)
- Claims adjustment

**Chambre de la sécurité financière**

- Insurance of persons
- Group insurance of persons
- Financial planning
- Group savings plan brokerage
- Investment contract brokerage
- Scholarship plan brokerage

The Chambers ensure professional development, a code of ethics and a disciplinary process in respect of certified professionals under their oversight.

The Chambre de l'assurance de dommages (ChAD) sets the criteria for the professional designations of Associate Insurance Broker (A.I.B.) and Chartered Insurance Broker (C.I.B.). As for the Chambre de la sécurité financière (CSF), it does likewise for the designations of Registered Life Underwriter (R.L.U.) and Chartered Life Underwriter (C.L.U.).

For more information, consumers and members of the industry can contact the following:

Chambre de l'assurance de dommages

Montréal: (514) 842-2591

Toll-free: 1 800 361-7288

E-mail: [info@chad.qc.ca](mailto:info@chad.qc.ca)

[www.chad.qc.ca](http://www.chad.qc.ca)

Chambre de la sécurité financière

Montréal: (514) 282-5777

Toll-free: 1 800 361-9989

E-mail: [mouellet@chambresf.com](mailto:mouellet@chambresf.com)

[www.chambresf.com](http://www.chambresf.com)

## FOR FURTHER INFORMATION

The staff of the *Autorité des marchés financiers*, as well as the staff of the *Chambre de l'assurance de dommages* and the *Chambre de la sécurité financière* are at your disposal if you have any questions concerning your representations, banners or business cards. They will be pleased to help you!

## CONCLUSION

You must, at all times, make sure that you comply with the legal requirements in your advertising, your representations or client solicitation. The *Autorité* and the Chambers expect that the business cards and the representations will be in conformity with the regulations and this guide.

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