CHECKLIST for PRACTICE REVIEW

Date: ______________________________ **Review performed for:** ____

General Review

Item	Mutual Funds	Life Insurance	Comments
Signage			
Building Directory			
Business card			
Fax sheet			
Voicemail greeting			
Do you have a licensed Marketing assistant?			
Does the Marketing Assistant give advice?			
Do you accept cash?			
Privacy Acknowledgement			
Are copies of correspondence retained?			
How do you ensure that clients understand their purchase?			
What do you do if clients want to invest outside their KYC profile?			
Do have a list of companies with which you hold contracts?			
Do you give the list to prospective clients?			

Sales Practices

Item	Mutual Funds	Life Insurance	Comments
Promotional material compliant?			
Are sales illustrations used?			
Is computer software used?			
Do you give prospects a Prospectus/Information Folder?			
How often do you update KYC?			
How do you handle an uncooperative client?			
Is a Needs Analysis used?			
Which products do you sell the most?			
Why?			
Which products do you **NOT** sell?			
Why?			
Do you replace policies?			
Do you follow proper procedures?			
Signage			
Building Directory			

Service Standards

Item	Mutual Funds	Life Insurance	Comments
How are policies delivered?			
Is change in insurability at time of delivery monitored?			
How often is a review performed?			
How often is it promised at time of sale?			
When are calls returned?			
How are clients serviced during extended absences?			
Is this covered in the Privacy document?			

Client Files

Item	Mutual Funds	Life Insurance	Comments
Are file cabinets locked?			
Do you have blank/incomplete signed forms?			
Do you retain a copy of Applications?			
Banking info?			
Needs Analysis?			
KYC			
Statements			
Confirmations			
Resume of conversations/contact log			
Are files separated by line of business?			
What is Company policy re forwarding copies of forms to them?			
Do you keep copies of medical evidence?			
Why?			
Do you have client permission?			