



COMPANY PROSPECTUS



UBUNCWANE
ASSOCIATION

Treasure Infinity

Think of the challenges in the Industry...

...the Rule 19 minimum qualifications, the General Code of Conduct, the Regulatory exams, Continuous Professional Development and Annual Product Specific Training Requirements, Risk Management and Compliance Programme, FICA, New POPIA and Clawback Provisions. Once you have gained all the knowledge and built a reasonable book, the Treat your Customer Fairly principle (TCF) or a product from an unregulated product provider could end it all.

ABOUT UBUNCWANE

Ubuncwane was birthed from the dire situation where the financial advisor stood alone when he received a complaint from either the client or the various OMBUD Statutory Institutions or even from the FSCA or other Regulatory bodies. We are often exposed to unexpected new requirements. Financial advisors are faced with clients that develop selective amnesia, when they are presented with historic proof of advice and the financial advisor often does not know how to address these complaints in the correct format to reduce possible high legal expenses.

The intent of this Co-Operative (co-op) is clearly not to challenge legislation and not to replace the existing professional bodies or even the existing compliance officer or systems they have in place. We are not competing in the Compliance game. The intent is to lend a helping hand to the financial advisor by forming a strong chain of support. There are many studies that prove the scientific benefit of people supporting each other in the same industry.



With this philosophy in mind, Ubuncwane was created to defend injustices against financial advisors in the financial industry. Not challenging the law but the way the law, at times, is interpreted to the demise of the financial advisor.

By joining forces and combining experience you will have a voice at the Regulator and OMBUD as well as, with the client directly whilst the financial advisor will be able to focus on his practice when faced with a complaint, until proven unfounded.

The most important part of this communion of like-minded professionals, is that it will be owned by you, the member of the co-op.

Ubuncwane, strength in unity!



MEET THE TEAM



Marietta Du Preez
CHAIRPERSON
Founder Member

Marietta has extensive experience dealing with the various Ombud entities and her qualifications and experience in the Financial Industry gave birth to the concept of service provider protection.

Some are remembered as philanthropists, benefactors, campaigners for human rights or for their achievements in the business world. Marietta will be remembered for her continued fight for the representative, for their voice to be heard and her philosophy of strength through unity.



Brian Mutale
Co-Operative Secretary
Founder Member



Jo-Anne Horkins
Founder Member



Gideon Vermaak
Vice Chairperson
Founder Member



Hein Bezuidenhout
Founder Member

WHAT DOES UBUNCWANE STAND FOR?

Mission

Our mission is to prevent the alienation of qualified service providers from the financial industry, due to unfair and unnecessary or opportunistic client complaints by providing the service provider not only with a company owned by like-minded individuals who needed assistance in the past, but also by identifying the professionals who assist them through each process. Experience is your best defence.



Vision

The members will enjoy support services that will provide them with a voice against unfair complaints, by following our philosophy of joint decision making. There will be no fear of legislative requirements, only an industry that offers superior financial services. This will be obtained through the diligence and commitment of the members as well as committed pre-qualified service providers.

YOUR Benefits



Support services

With client complaints, Ombud related queries and complaints, Regulator queries and complaints



Ownership

Co-op is owned by the members which provides them with the right to decision making



Curated Service Providers

All other Service providers will be pre-qualified to offer Industry specific benefits to the members as a collective benefit



Expert Advice

Experienced members in the Industry that offer continuation and support



Profit Dividends

Profits in the Co-Op will be shared or distributed as benefit to all members *pari passu*



Collective Voice

A collective voice provides the group with bargaining power

VALUE PROPOSITION

Experience of the founder members with the Ombud and complaints in the past are extremely valuable. Articles related to previous rulings reported that the majority of decisions were made in favour of the claimant...

*Often these rulings were turned over by the Tribunal and this proves the assumption that serious judgement errors are made to the detriment of the service industry. **Ubuncwane aims to assist the financial advisor in these troubled times and to allow the financial advisor to proceed with his business as usual whilst the team handle the complaint.*** Initially, the complaint is addressed directly with the client, or Ombud and through the process Ubuncwane build a para-legal file which could, if need be utilised for any legal process.

By drafting and compiling the correct documentation and identifying the legal team, the cost for the financial advisor will be much less than in normal circumstances and the probability of success much higher.

Ubuncwane will, if need be, lodge class actions to protect the service provider. No client or product provider may join as a member. Members will only be service providers and just as the name indicates, **Ubuncwane treasures** the value of the service provider and will to do everything reasonably to prevent this 'species' from extinction.



BENEFITS

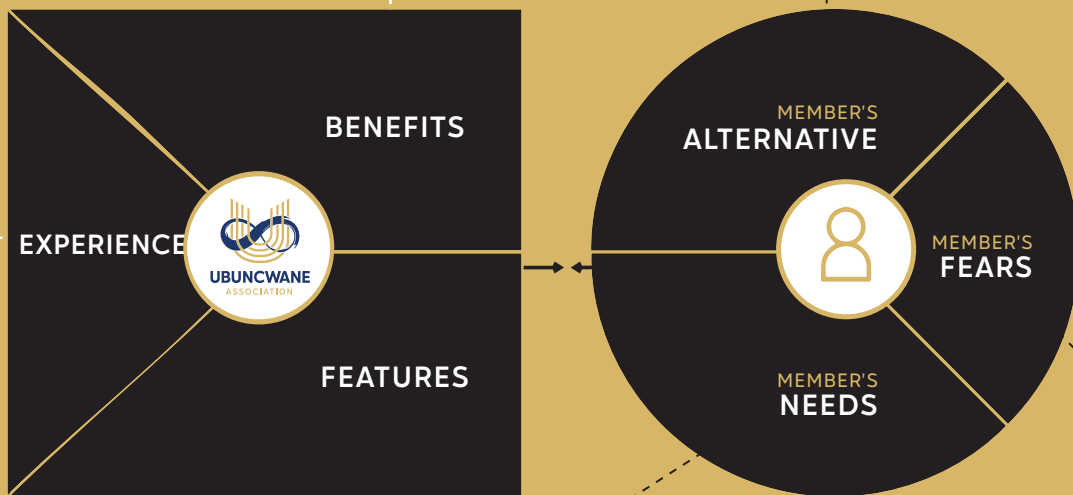
Ubuncwane offers the following benefits included in the monthly subscription fee:

- Product provider due diligence on new proposed products
- Free consultations and support for members to ensure that the compliance processes are in line with existing OMBUD complaint processes – existing compliance officer and process support offered by Ubuncwane
- All submission of support documentation in order to safeguard the compliance officer's objectivity
- Complying to any other requests from the Regulator and Ombud to achieve favourable ruling if possible
- In the event of a negative ruling support will be provided to draft the para-legal file and a legal team will be pre-qualified and briefed should the case be referred to a Tribunal
- Continuation of current practice opportunities will be ringfenced within the group which ensures exclusivity and continuation for existing clientele
- Recognition as a Co-Op which can converse with the Regulator directly to the benefit of the members



UNIQUE FEATURES

- There is no substitute, no other organisation offers the same support services.
- No one else supports the financial advisor in his personal capacity against complaints to prevent alienation from the industry.
- Training offered to pro-actively prevent possible future claims or or mitigate negative outcomes against complaints.
- The benefit to have access to pre-qualified service providers who offer superior services.
- Support to existing compliance systems.
(we do not do the compliance – we support the existing Industry)
- Knowledge of the Industry and legislation.
- Updates on existing case law and Tribunal turnovers. Supporting the broker when he is unfairly exposed by unregulated and regulated product providers.
- Support when clients complain and when they have opportunistic claims.



THE NEED

For many years the financial advisors pleaded with the existing professional bodies to assist them in claims and complaints. They also requested from compliance companies to represent them legally. Unfortunately a compliance officer has to remain objective. The professional bodies did not want to get involved in complaint disputes.

The financial advisor at present, are presented at the Regulators on regulatory issues but no one assists the financial advisor when he/she receives a complaint resulting in the financial advisor losing focus.

United we will stand!

INDUSTRY RELATED CHALLENGES

- On-going changes in legislation
- Market volatility
- Product providers that offer inferior products
- Unfair complaints
- Ombud complaints
- Regulatory changes
- CPD and qualification requirement(s)
- Cost implications
- Other futile memberships

United the Ubuncwane Co-Op will stand against unfair practice.

We will form a chain of superior financial service providers.
Protected, secured and above all, treasured.



How does Ubuncwane protect the financial advisor?

UBUNCWANE IS COMMITTED TO HELPING YOU, the advisor,

achieve the financial and lifestyle goals for your clients through a comprehensive support structure, as they understand your financial planning process.

We believe that by understanding the financial advisor and the client's needs, ambitions, aspirations and fears we are able to provide a unique and personalised solution, we follow and advise in our audit – the six step financial planning process, developed by The Financial Planning Standards Board Ltd. (FPSB) and to which the Financial Planning Institute of Southern Africa (FPI) is affiliated.

The auditing and support process is comprehensive, ongoing and encompasses all aspects of your business albeit; financial planning which includes investment planning, retirement planning and estate planning and structuring. It details the strategy for getting to where you ultimately want to be and how to protect you from unnecessary unsupported or opportunistic claims. For the first time there will be a Body not only owned by, but representative of the service provider.

In the audit process we determine and build the complaint file as follows:

Did the member (representative) do the following:

- Step 1** Establish and define the professional relationship? *(During the first appointment)*
- Step 2** Gather enough information? *(Including the client's goals, timeframe and attitude to risk)*
- Step 3** Analyse and evaluate the complainant's financial status objectively?
- Step 4** How did the representative develop and present the recommendations?
- Step 5** How was the recording of the implementation of the financial planning recommendations done?
- Step 6** What monitoring was done of the financial planning recommendations/ process?
(we will include a free review of existing compliance documentation, processes and comment on the last reports received)

In our assessment attention will be placed as follows from the client's point of view :

(keeping objectivity to ensure feedback is comprehensive to the various Ombud institutions)



Step 1

Establishing and defining the professional relationship (The first appointment)

The first meeting detail is important to confirm that the client / advisor relationship was appropriate for both parties. The planner/advisor had to provide information about themselves, their competencies and services that they offer as well as whether they established an understanding of the client's needs and requirements.

This will determine if they were able to assist the client. This is usually all contained in the Disclosure document which we will review to ensure the information is comprehensive and updated.

As part of our training and support: We teach the member's employees (administrative, para-planning and advisor) that the first meeting is also about establishing a good working relationship and partnership between themselves and defining the scope of their engagement by:

- Explaining the process to be followed
- Identifying the needs and level of advice required
- Being clear about what the advisor and the client's responsibilities are and how decisions will be made
- Providing the client with clear service package options
- Discussing payment for services
- Mapping out the process and obtaining consent to proceed



Step 2

Gathering information

We will ask you (the advisor) to provide us with all the documents on file, including, personal details, information pertaining to their current financial situation, commitments and short to long-term financial goals.

Then we will discuss your knowledge about the client's personal and financial goals, and whether you set a time frame for results.

We will look at your and the client's objectives, concerns and aspirations and discuss your understanding of their attitude to investment and other risks. In planning the client's financial future, we believe that all these factors are critical to understanding their personal approach to financial planning and risk taking.

Step 3

Analysing and evaluating your financial status

This step involves analysing the information collected from your client and assessing where they currently stand in relation to their goals. Depending on what services you offer, and they require, this might incorporate an analysis of the following:



The balance sheet
(assets, liabilities and cash
flow)



Current risk
(assurance) portfolio



Reviewing discretionary
and compulsory
retirement investments



Reviewing last will and
testament and estate planning
structures in place

Step 4

Developing and presenting the financial planning recommendations

Once the personal and financial information has been analysed you would have developed a financial plan.

This details the recommendations and strategies for achieving their goals and objectives. Usually this is recorded in your Record of Advice. The Record of Advice should entail existing financial arrangements and a plan for the future, and will cover their assets, investments, liabilities and income. It will also, importantly, look at contingency planning and help them plan for any disasters which may arise. Your financial plan for them (the proposal) can also include a will and other estate planning structures, along with any other specific personal needs that they may have.

We will audit this file with you. We will discuss and review these recommendations with you (the advisor) to ensure that at the time, they understood the recommendations and that it was suitable, along with any concerns that you, or the client, might have had.

We teach the broker that The Financial Plan will enable a review of all aspects of a client's financial portfolio:

- The balance sheet (lifestyle and investment assets and liabilities)
- The risk (assurance) portfolio

This is important in our defence as this is the content of the majority of claims.

Step 5

Implementation

This stage details the implementation process (action plan) and calls for agreement from the client. Your planner/advisor will record any implementation plan agreed upon and attach all the necessary documentation in support of the plan.

(This will form part of the complaint file. Any information you deem not necessary might be your saving grace.)

Other professional expertise will be brought in if required.

Step 6

Monitoring the financial planning recommendations

The final stage is about whether you regularly reviewed the plan to make sure everything works for the client. Your planner must look at any change in circumstances and, if necessary, whether he/she changed the plan to incorporate them. (Reviews are usually done annually but can be done more often if needed. This is extremely important in our feedback to the Ombud) This review is also a chance for you to ask any specific questions from the client, ask if any changes happened in their life and ask them about any concerns they may have. This proactive review is about making sure your plan really works for the client, every step of the way. It is also proof that you continuously interacted with the client.

Given the personal nature of a client's financial affairs and our member's ability to assist them in achieving their goal, we feel that personal interaction is extremely necessary to allow this process to work efficiently.





The Reality

The Financial Industry is regulated by a number of Rules and specific legislation.

Professional bodies, who you might be a member of, fight the fight on our behalf when it comes to the legislation and the Rules. They often win in their fight for fees and sometimes they lose (*remember medical aid commissions?*) but at least they are fighting.

They have proved that collectively we can make our voices heard.

Unfortunately the financial advisor is defenceless when it comes to unjustified and often unfair complaints. If one judges from the number of rulings made against representatives, it feels like the industry acts on behalf of the client or consumer.

The Solution

If you treasure (Ubuncwane) your legacy, if you treasure your skills, your dreams and your Industry; **Join Ubuncwane Association today.** You will not only enjoy the protection and support of like-minded individuals, but you will enjoy that protection you have always asked for from your peers and never got.

To become a member of this Co-operative, contact us on details below.

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*Right of acceptance of membership is reserved

YOU could be part of the bigger picture.
Act Now!



Scan Me to fill in the application form

FUN FACT
Did you know? **"UBUNCWANE"** means treasure

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