



## **COMPLAINT POLICY AND PROCEDURE FOR A CERTIFIED FINANCIAL FIDUCIARY**

The National Association of Certified Financial Fiduciaries (NACFF<sup>®</sup>) is dedicated to setting and promoting standards of excellence for financial professionals who act as fiduciaries when providing retirement advice to existing or potential clients. The NACFF recognizes the importance of promulgating a code of behavior for its members that emphasizes a team approach to financial advising, and relies upon the competency, knowledge, professionalism, integrity, objectivity, and responsibility of each person qualifying as a candidate for certification.

To this end, all active Certified Financial Fiduciary<sup>®</sup> (CFF<sup>®</sup>) designees agree to continuously abide by the NACFF Code of Conduct (<http://nationalcffassociation.org/code-of-conduct>) and to maintain an ongoing commitment to the NACFF concept and standard of excellence when acting as a fiduciary. Furthermore, all CFF<sup>®</sup> designees must practice a fundamental obligation to always put their client's best interest first at all times. Not simply when dealing with retirement assets. Should an individual or a state or federal agency believe that an active CFF<sup>®</sup> designee has acted in an unethical or unprofessional manner, or that they have violated the NACFF Code of Conduct or policies for membership, a complaint may be filed against the designee. A Complaint Form, available here (<http://nationalcffassociation.org/complaint-procedure>) in a downloadable PDF format, with supporting documentation should be submitted to the NACFF<sup>®</sup>, 8514 McAlpine Park Drive, Suite 280, Charlotte, North Carolina 28211 or by email to [report@nationalCFFassociation.org](mailto:report@nationalCFFassociation.org).

Any complaint filed against an active Certified Financial Fiduciary<sup>®</sup> (CFF<sup>®</sup>) designee will be directed to the Chairperson of the CFF<sup>®</sup> Committee for his or her consideration. If the chairperson determines that the complaint has merit, a Complaint Review Committee consisting of three (3) NACFF members who have the following characteristics shall be formed at the discretion of the CFF<sup>®</sup> Chairperson to determine if the designation should be revoked:

- non-NACFF<sup>®</sup> board members who currently hold the CFF<sup>®</sup> designation and who share the same primary discipline as the subject of the complaint;
- who do not work for the same company or firm as the subject of the complaint;
- who are not related within the fourth degree of consanguinity to the subject of the complaint; and
- who do not personally know the subject of the complaint.

The chairperson will review the complaint within thirty (30) days of receipt to determine whether a review committee should be convened. If convened, the review committee will make a recommendation to the CFF<sup>®</sup> Committee within sixty (60) days of receipt of the complaint. The CFF<sup>®</sup> Committee will review the recommendation of the Complaint Review Committee and make a final recommendation to the NACFF<sup>®</sup> board of directors as to whether the designation should be revoked. All decisions made by the NACFF<sup>®</sup> board of directors shall be final.