

The logo for the Association of Financial Advisers (AFA) features the letters 'AFA' in a large, bold, green serif font. Below this, the words 'ASSOCIATION OF FINANCIAL ADVISERS' are written in a smaller, blue, sans-serif font, with a thin blue horizontal line separating 'ASSOCIATION OF' from 'FINANCIAL ADVISERS'.

**AFA**

**ASSOCIATION OF  
FINANCIAL ADVISERS**

**PERSATUAN PENASIHAT KEWANGAN  
KUALA LUMPUR**

# Service Guide



## Objective

This service guide is designed to provide you an understanding on the range of services and products provided by the financial adviser's representative (FAR) and financial planner (FP).

## Who We Are

A FAR & IFAR is regulated by Bank Negara Malaysia (BNM) under the Financial Services Act 2013 and/or Islamic Financial Services Act 2013. A Financial Planner (FP) is regulated by the Securities Commission Malaysia (SC) under the Capital Market Services Act 2013.

## What Do We Do



## **Our Services**

FARs/FPs understand your financial needs and desires and provide personal advice, strategies and solutions to achieve your life and wealth goals.

Our advice typically encompass the following:

### **Building Wealth**

- Education Planning
- Retirement Planning
- Wealth Accumulation

### **Protecting Wealth**

- Income and Asset Protection
- Family and Personal Protection
- Business Ownership Protection
- Estate Planning

### **Managing Wealth**

- Tax strategies for individuals, trusts and business owners
- Debt management for individuals, trusts and business owners
- Education and retirement fund management

The products commonly employed in our solutions:

- Life Insurance and Family Takaful products
- General Insurance and Takaful products
- Unit Trust
- Private Retirement Scheme (PRS)
- Labuan and other international offshore products
- Will, Trust and Foundation

## Enquiry and Complaints

Contact your FAR/FP and discuss over the matter



If your complaint is not satisfactorily resolved within the next seven working days, please contact the FA/FP firm. They will endeavour to resolve your complaint quickly and fairly.



	Insurance Dispute	
	Ombudsman for Financial Services (OFS)	Bank Negara Malaysia
<b>Address</b>	Level I4, Main Block Menara Takaful Malaysia No. 4, Jalan Sultan Sulaiman 50000 Kuala Lumpur	Ground Floor, Block D Bank Negara Malaysia Jalan Dato' Onn 50480 Kuala Lumpur
<b>Contact Number</b>	+603-2272 2811	I-300-88-5465 (Overseas: +603-2174-1717)
<b>Email</b>	enquiry@ofs.org.my	bnmteletelink@bnm.gov.my
<b>Website</b>	www.ofs.org.my	http://www.bnm.gov.my/
	Investment Dispute	
	Securities Industry Dispute Resolution Center (SIDREC)	Securities Commission Malaysia
<b>Address</b>	Unit A-9-I, Level 9, Tower A Menara UOA Bangsar No. 5, Jalan Bangsar Utama I 59000 Kuala Lumpur	Investor Affairs & Complaints Department Securities Commission Malaysia No. 3, Persiaran Bukit Kiara Bukit Kiara, 50490 Kuala Lumpur
<b>Contact Number</b>	+603-2282 2280	+603-6204 8999
<b>Email</b>	info@sidrec.com.my	aduan@seccom.com.my
<b>Website</b>	https://www.sidrec.com.my	http://www.sc.com.my/

## About AFA

### Who Is AFA?

The Association of Financial Advisers is an association to represent the Approved Financial Advisers Firms and Licensed Financial Planning Firms in Malaysia.

The association was approved by the Registrar of Societies on 16<sup>th</sup> August 2012 with the support from Bank Negara Malaysia and Securities Commission of Malaysia.

### What Does AFA Do?

AFA is an official association recognised by the regulators to benchmark the industry best practice model and also to spearhead the changes in the Malaysian financial planning landscape.

### AFA's Mission

#### Our Vision

To be the most effective voice to represent all financial adviser's firms in Malaysia.

#### Our Philosophy

We are dedicated to transforming lives through proper financial advice.

#### Our Purpose

To help members build their business.

#### Our Mission

To develop professional strategies with members to make a difference in the lives of financial adviser representatives.



**AFA**  
ASSOCIATION OF  
FINANCIAL ADVISERS  
PERSATUAN PENASIHAT KEWANGAN  
KUALA LUMPUR

For More Information

Email: [enquiry@afamalaysia.org](mailto:enquiry@afamalaysia.org)

Website: <http://www.afamalaysia.org>