

CODE OF ETHICS & RULES OF ENGAGEMENT AGREEMENT



CODE OF ETHICS

The code of ethics has been created by Missed Fortune Associates to provide principles and rules of engagement to all MFA members whom it has recognized as qualified and authorized to use the MFA mark. MFA, LLC determines who is qualified and thus authorized to use the MFA logo. Implicit in the acceptance of this authorization is an obligation to comply with the requirements of all applicable laws and regulations but also to take responsibility to act in an ethical and professionally responsible manner in all business practices.

COMPLIANCE

MFA requires compliance to this code of ethics by all MFA members. Compliance with this code of ethics depends on each member's knowledge of and voluntary compliance with the code of ethics.

If a complaint is received by MFA regarding the behavior of a member it will be reviewed by the ethics committee of MFA and appropriate disciplinary action will be executed, when necessary. Disciplinary action can include revocation of MFA membership and cancellation of approval to use the MFA logo.

COMMITMENTS

MFA Member commitments serve to clarify the ethical obligations outlined in the various rules of engagement contained in this agreement.

- ▶ I commit to always place the best interests of my clients above my own direct or indirect interests.
- ▶ I commit to fulfill the needs of my clients to the best of my ability.
- ▶ I commit to maintain the highest standards of professional competence and give the best possible advice to clients by seeking to maintain and improve professional knowledge, skills and competence.
- ▶ I commit to render exemplary service to my clients and their beneficiaries.
- ▶ I commit to hold in strictest confidence and consider as privileged, all business and personal information pertaining to my clients' affairs.
- ▶ I commit to make full and adequate disclosure of all facts necessary to enable my clients to make informed decisions.
- ▶ I commit to conduct my business in such a way that my example might help raise the professional standards of those in my profession.
- ▶ I commit to abide by and conform to all provisions of the laws and regulations in the jurisdictions in which I do business.

Initials

Date

RULES OF ENGAGEMENT

The following “Rules of Engagement” details the obligations and responsibilities to clients, MFA, LLC, other MFA members, and alliance partners.

1.0 DUTIES TO CLIENTS

1.1 Suitability

I will not attempt to make unsuitable sales. I will educate the clients fully on the concepts and the details of their particular plan, with extra emphasis on cash flowing and repositioning of assets. When advising clients on insurance, mortgage, cash flow or home equity management strategies, I shall exercise due diligence and make reasonable efforts to protect the client against reasonably foreseeable financial and other losses.

I shall advise clients to seek legal, tax, and investment advice from qualified advisors prior to making decisions involving insurance, mortgages or real estate. I shall not engage in activities that constitute the unauthorized practice of law and shall recommend that legal counsel be obtained whenever the interest of the client requires it.

1.2 Case Design

I will not incorporate possible future equity extraction or other uncertain assets in the design of the current plan. I will challenge clients to not exceed their capacity to fund the plan. I will not facilitate a plan when I believe a client will be over-extended unless that client signs a disclosure stating they want to increase their plan and that it goes against my recommendation to do so.

1.3 Under Promise

I will not lead the client or partners to unreasonable expectations. The first 15 percent of success is managing expectations.

1.4 Fundamentals

I will make recommendations while following the fundamentals of proper equity and mortgage planning.

If I am unsure of these fundamentals, I will partner with individuals who are more trained and experienced with providing advice to our clients.

1.5 Written Recommendations

I must certainly give recommendations to the client that summarize the client’s responsibilities and highlight the potential dangers of not following the plan.

1.6 Full Disclosure

I must provide a disclosure form that outlines the client’s responsibilities and highlight the potential dangers of not following the plan.

1.7 Misleading Sales Practices

I will not make misleading or incomplete statements or proposals to prospects as an inducement to enter into a transaction.

I must act with the utmost of integrity at all times.

1.8 Appropriate Product

I will assess and use the right insurance and mortgage product that meets the needs of the client.

1.9 Transaction Documentation

I believe that I must always maintain complete documentation of the entire transaction.

I will include information about the client’s needs, desires, requests, financial situation, previous financial behavior, assets, recommendations, recommended financial vehicles, implementation, and follow-up.

2.0 DUTIES TO TRAINING

2.1 Adequate Training

I will strive to keep up to date with the latest home equity planning concepts and have an adequate understanding of recommended strategies.

2.2 Constant Education

I believe that I need constant education about the Missed Fortune strategies. To assure that I am always acting in the client’s best interest, I will make recommendations that mirror the most current information available on the concepts.

3.0 DUTIES TO PROFESSIONAL ALLIANCES

3.1 Interaction with TEAM Peers

It is inevitable that I will occasionally find that a prospective client is already working with another TEAM member. There are millions of qualified prospects for this concept. I will seriously consider finding another one.

3.2 Recruiting

I will not recruit agents from other MFA member agencies.

3.3 Professionalism in Partnering

When partnering with another professional (loan originator or financial planner), I will keep my partner informed with weekly updates.

I will never try to explain the other professional’s products. I will always strive to get my TEAM partner involved.

4.0 DUTIES TOWARD REGULATION

4.1 Intellectual Property

I must make sure that I am authorized to participate in every transaction. I agree to follow all regulations and rules of the State and National licensing and regulatory authorities.

4.2 Monitoring Sales Practice Notices

I will become familiar with the sales practice notices of the various regulatory organizations regarding Home Equity Planning Concepts.

As an MFA (Missed Fortune Associates) member I agree and acknowledge to adhere to the above information when conducting business in order to maintain the utmost integrity and professional ethics.

Name

Date