



## Promoting Professionalism Accurate and Ethical Advertising for Insurance Licence Holders

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As a professional insurance licence holder, how you present yourself to the public is crucial. Accurate and ethical advertising not only builds trust with your clients but also upholds the integrity of the insurance industry. Here are some key points to ensure you are advertising yourself correctly and proudly.

### **Full Disclosure to the Insurance Council of Manitoba**

- Transparency is paramount. As an insurance licence holder, you must provide full disclosure to the Insurance Council of Manitoba. This ensures that all of your professional activities are above board and in line with regulatory standards.

### **Ethical Practices**

- Ethics should be at the heart of your practice. Always be cautious and take your time when reading ICM application questions. Ensure that all information provided is truthful and accurate. This reinforces your reputation as a trustworthy professional.

### **The Honour of Being an Insurance Licence holder**

- Being an insurance licence holder is an honourable career. It's a profession that requires dedication, integrity, and a commitment to helping others. Take pride in your role and the positive impact you have on your clients' lives.

### **Building Trust Through Accurate Advertising**

- Accurate advertising is essential. Make sure that all of your promotional materials reflect your qualifications, services, and the value you bring to your clients. Avoid misleading claims. Honesty in advertising builds long-term trust and credibility.

As a professional insurance licence holder, your commitment to accurate and ethical advertising is vital. It not only enhances your professional image but also contributes to the overall trust and integrity of the insurance industry. Be proud of your role and continue to uphold the high standards that make this profession so respected.

### **INSURANCE COUNCIL OF MANITOBA**

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