

Press Release

For immediate release

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The Council of professional in financial services (CPFS) is proud to announce that Financière S_entiel, one of the pioneers of independent insurance and financial services in Quebec, has joined the Council as a corporate privileged member.

Blainville, August 18, 2017: With over 35 years of experience in the field of financial services, Financière S_entiel, along with the Council of professional in financial services, recently concluded an agreement making Financière S_entiel a corporate privileged member.

«This initiative with the Council went without saying or came naturally. On-line training is the way of the future» explains Dominic Demers, President of Financière S_entiel. «This is an essential element that allows significant savings in professional development for all financial services professionals» reaffirms Dominic Demers. «More than ever we are convinced in following this avenue» says Dominic Demers. «This is why we call upon all participants in our industry to join the Council in its effort to bring about major changes and evolution in our field with a better training program offering» adds Dominic Demers.

This agreement will translate in a new series of certified on-line and web broadcast training sessions that will enrich the Council already existing program via their platform The Advice Direct. «Building awareness concerning the importance of a comprehensive training program for all financial services professionals is mainly due to the fact that no one can expect to improve professional practices and even less, promote the value of advice in the eyes of the general public, without the upgrading of its methods along with a general mobilization of all participants» says Mario Grégoire, President and Chief executive officer of the Council.

«Managing general agencies do take an important role in our industry. It is essential that they put forth their expertise and knowhow» concludes Mario Grégoire.

About Financière S_entiel

Founded in 1982, Financière S_entiel has become one of the pioneers of independent insurance brokerage & financial services in Quebec. With its 35 years' experience, the company is constantly evolving to meet the changing needs of the industry and the advisors. Its mission is to become the most active financial services centre in the development of our advisors' business and be recognized for the quality of our services.

For more information: www.sentiel.ca

About the Council of professionals in financial services

The Council of professionals in financial services (CPFS) is a key unifying organization for financial services professionals. It plays an advisory role and promotes the interests of professionals while building trust and solidarity in the industry. For more information : www.cdpsf.com

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