



Product information on the standard "Tested fundselection"



Management Service

Competence.  
Safety.  
Quality.

Which funds should I invest in? When private customers look for guidance on this question they expect objective advice from their financial advisor at the highest level.

Within the framework of certification we test the selection and sales of open funds, which have been approved for sale in Germany.

As service provider he can confirm the quality of the fundselection process from a neutral perspective: We have developed the standard "Tested fundselection" to perform this function.

With the TÜV seal „Tested fundselection“ you prove that your advice on acquiring funds has been independent and thorough. This gives a sense of trust.

## A valuable document

Objective advice on buying funds with a certificate.  
Establish trust. Win over investors.

TÜV Management Service GmbH  
TÜV SÜD Group





## The TÜV seal "Tested fundselection": Sending strong signals, receiving trust

### Creating transparency and orientation

An increasing number of companies in the financial branch are including foreign funds in their portfolio. However a wider selection is not all it takes. Private investors are sceptical, having lost a lot of money in the past years. Is the advice offered on funds really objective? You can best answer this question with a TÜV seal "Tested fundselection". This is how you can offer private customers orientation and establish trust.

We at TÜV Management Service have defined the necessary criteria for objective fundselection and advice. Certification through a neutral third party creates more transparency for your private customers and gives them a strong marketing instrument at their fingertips.

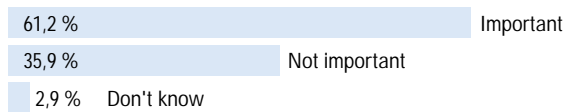
Arm yourself with the TÜV seal!

Two out of three investors place great importance on independent and objective advice

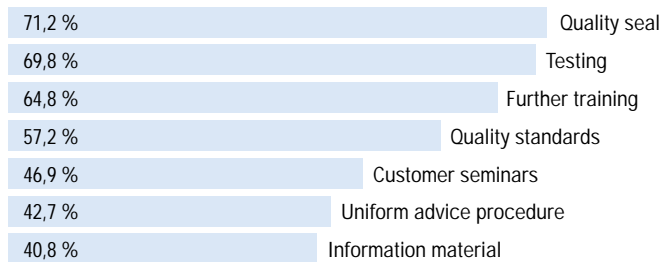
Source: TNS Emnid, 2004



How important is objective advice, which also covers foreign products, to the investors?



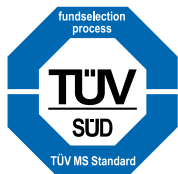
What factors increase the investors trust in a bank?



### High standards for your benefit

Our challenge: A transparent, independent procedure must be established for funds selection. It should be presented clearly and fully for the investors at any given time.

There are three main factors in our test: The **objective fundselection process**, **customer focus** and the **employee qualifications**.



Prof. Dr. Peter Roßbach from the College for Banking in Frankfurt am Main tested our criteria to the full.

His opinion: Certification by TÜV SÜD makes "an important contribution to quality improvement in the funds sector".

He hopes that "the criteria will become standard".



## Four Steps to your goal

- In **document testing** we see whether and how the fundselection process has been recorded in writing and whether pertinent advertising statements are accurate.
- In **testing on site** we ask questions such as: Can the customer acquire foreign bonds? But also: Do the high demands on quality of advise diminish internal communication and employee talks?
- Through **mystery analyses** – we remain anonymous – we initiate test consultations and perform a practical test with recorded conversations and complaints per telephone, Internet and email.
- In the **customer survey** we find out by means of a questionnaire to the private customers, how satisfied they are with the individual fundselection and the overall advisory service.

## A seal with many sides

### An incentive for the future

Following successful testing we award your company with the seal "Tested fundselection" – on a permanent basis. We check annually if the criteria are still being fulfilled. This is an incentive to improve even more.

A certificate is awarded in conjunction with the seal. This enables you to display your status in brochures, in the Internet, on posters, on business cards and on company stationary.

"We need clear regulations and highly qualified employees to consistently determine those funds, which are exactly suited to each individual customer. TÜV SÜD certification helps us to make the customer aware that his needs are to the fore and that he is given objective advice."

Martin Blessing, Member of the Board of the Commerzbank AG



### Quality side by side

As financial advisor with a TÜV seal you benefit from:

- global recognition for the TÜV SÜD seal
- common public relations work
- continuous exchange of information and experience
- concrete starting points for improvements from our test reports
- listing on our Website ([www.tuev-sued.com/fundselection](http://www.tuev-sued.com/fundselection))
- a neutral base for possible customer complaints
- the possibility to have further areas in your company tested by TÜV – e.g. service quality

TÜV tested fundselection – our know-how for your success.





Management Service



[www.tuev-sued.com/fundselection](http://www.tuev-sued.com/fundselection)

## Our experience – your advantage

We at TÜV Management Service have years of experience in quality management and in the financial sector. This is your advantage: With certification "Tested fundselection" you bring your strengths to the fore and secure the trust of the investor. Let us give you a quote for your certification today – without obligation of course!

## Questionnaire for offer

Company: .....

Contact: .....

Position: .....

Street: .....

Town and postcode: .....

Phone/Fax: .....

email: .....

Number of employees: .....Number of sites (main office + branches): .....

Do you conduct regular customer surveys?  ja  nein

Have you conducted continuous Mystery Analyses?  ja  nein

☞ Please send us the completed questionnaire per Fax or Post to the address below. Thank you!

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