

Client Management, Advisory and Support > Client Onboarding

Title	Develop client profile for understanding their needs
Code	106850L6
Range	Developing client profile in order to understand client's needs. This only applies to private banking clients and covers different types of information (e.g. financial, personal, business-related, etc.) related to the clients.
Level	6
Credit	5 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Analyze requirements in client profiling Be able to: <ul style="list-style-type: none"> • Demonstrate specialized understanding in private banking business in order to evaluate the profiles of clients • Evaluate critically the applicable regulatory requirements and bank's policies in order to collect the required information from clients 2. Construct client's profile and identify investment objectives Be able to: <ul style="list-style-type: none"> • Obtain and verify required information from clients which included but not limited to their financial situation, investment experience and investment objectives, etc. • Collect and analyze non-financial information of clients (e.g. investment philosophy, investment time horizon, family situation) in order to have a comprehensive understanding on their personal circumstances • Construct the risk profiles of clients by analyzing their risk appetite and risk tolerance level, risk exposures of existing portfolio (e.g. concentration risks), etc. • Conduct investor characterization by integrating all information related to a client • Identify investment and wealth management needs of clients and develop the investment objectives (e.g. wealth preservation, capital growth, portfolio diversification) and other unique requirements 3. Maintain professionalism Be able to: <ul style="list-style-type: none"> • Ensure compliance with applicable regulatory requirements in different regions, e.g. KYC, product suitability, risk disclosure, etc. • Make proper disclosure of product features and risks to clients and communicate in a simple language to ensure clients have a fair and balanced picture
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Development of client profile to determine the characterization. This should be based on a thorough analysis on different information of the clients which included but not limited to their financial situation, investment experience, investment objectives,
Remark	