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## What Is Really Meant By “Professionalism”?

Contributed by Wilfred Ling  
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A professional financial planner/adviser has 4 qualities namely:

- (1) One who possesses specialized knowledge not generally understood by the public;
- (2) one who has qualification which acts as a threshold entrance requirement;
- (3) one who has a sense of altruism; and
- (4) one who subscribes to code of ethics.

What are these qualities and why most financial advisers and planners not able to fulfill these qualities? Read the full article written by Wilfred Ling publish by INVEST magazine [HERE](#).