

Simplify your practice: Manulife Investment Management Know your product (KYP) Checklist

At Manulife Investment Management, we support advisors by helping to simplify your practice and streamline your client portfolios. To ensure you are on track with ‘Know your Product’, we’ve created this simple checklist to make it easy for you to comply with the KYP rules.

The following factors are all important to consider when choosing a product for your clients, specifically a mutual fund or an ETF. This checklist will help you to simplify your practice and to ensure you align yourself with the KYP rules.

Carefully consider the following risk factors:

- Volatility metrics: Standard deviation vs. benchmark and category.
- Upside/downside capture rates.
- Confirming risk versus category.

Fund performance:

- Does the fund’s historical return match your client’s performance objectives.
- How does the underlying performance compare vs. the category average and other comparable funds.

Fund company best practice:

- Provide a brief summary of the reputation/track record/history of the fund company.

General features:

- Understand the underlying investments and structure.

Fee awareness:

- The product selected does not have to be the lowest cost, as long as the fees charged can be justified with all ‘Know Your Product’ factors.

Alternatives including Liquid Alternatives:

- Knowing and understanding the risks associated such as the use of leverage/derivatives and short selling.

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specific policies
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