



**Press Release**

**16 January 2017**

## **JFSC highlights growing investment mis-selling issue**

The Jersey Financial Services Commission (JFSC) has today launched an island-wide public awareness campaign to highlight the growing issue of investment mis-selling in Jersey.

The campaign, the first of its kind for the JFSC, comes in response to the increasing number of cases that the regulator has been dealing with where local investors have lost some or all of their life savings after making high risk investments. In most cases, the Islanders invested apparently without understanding or being appropriately advised of the potential dangers.

While the JFSC considers unauthorised advisers and scammers to be a growing concern in the Island, in some instances these high risk investments have been made via authorised financial advisers; often professionals who the investors knew and trusted.

The JFSC stresses that the majority of professional financial advisers in the Island give appropriate and suitable advice which can be relied upon. However the regulator is urging Islanders to be aware of the risks associated with seeking out higher returns and take responsibility for their investments.

John Harris, JFSC Director General commented:

“Reducing the risk to local investors and protecting Jersey’s reputation are key responsibilities for the JFSC and we care passionately that Islanders understand the potential risks as well as the opportunities of all investments. It is impossible for us to prevent every single case of investment mis-selling that affects Islanders, but we can raise awareness about the risks and ask investors to question whether an investment recommendation is actually in their best interests. As the responsibility for individual investment decisions ultimately rests with the investor, our intention is to provide Islanders with the guidance they need to protect their money”.

The Personal Finance Society (PFS), the professional body for the UK financial planning profession, is working in association with the JFSC on the campaign.

Keith Richards, Chief Executive Officer of the PFS, said:

“We are working in partnership with the JSFC on this key consumer awareness campaign to help people make better informed financial decisions. With interest rates so low, many investors feel under pressure to make their money work harder. But seeking higher returns can often increase the risk of loss. Coupled with a dramatic rise in sophisticated investment scams, it is essential for consumers to think carefully before committing to any investment opportunity and, where possible, seek professional financial advice.”

The campaign, which will initially run for two weeks from Monday 16 January and will offer guidance to Islanders, will be publicised across traditional and digital media. Both the JFSC and the PFS hope that, by raising awareness locally, investors will be better armed to protect their own best interests.

Ends.

### **Notes to Editors**

Interview and filming/ photography opportunities will be available for media at the JFSC on Friday 13 January between 11:00 and 13:30. The campaign assets will also be made available to the media at this time. To arrange a slot please contact Emma Martin, Head of Communications, by emailing [e.martin@jerseyfsc.org](mailto:e.martin@jerseyfsc.org) or calling (01534) 822166 / 07797 763 446.

Two Islanders who have been affected by mis-selling are prepared to speak to local media. To arrange this, again please contact Emma Martin.

The Personal Finance Society (PFS) is the professional body for the financial advisory profession in the UK. It has over 36,000 members, including professionals in Jersey. The PFS's mission is to lead the financial planning community towards higher levels of professionalism, exhibited through ethical and behavioural standards, and skills and technical knowledge to the ultimate benefit of the profession and consumers alike, engendering confidence and trust in the financial advisory profession. Its purpose is to 'secure and justify the confidence of the public'. The PFS is a not-for-profit organisation with member-led governance. It was granted its Royal Charter in 1912 and is part of the CII Group, which is the leading professional body for the global financial services profession with over 100,000 members in 150 countries.