

## Press Release

For immediate release

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**The Council of professional in financial services (CPFS) is proud to announce that Aurea Signature, one of the most progressive general managing agents in Quebec, has joined the Council as a corporate privileged member.**

**Blainville, September 11, 2017:** With its most modern and influential approach in the field of financial services in Quebec, Aurea Signature has joined ranks of the Council of professional in financial services as a corporate privileged member.

“Ever since Aurea Signature was established, back in December 2016, it’s the future that I’m interested in. I’m a true believer of performance indicators.” explains Christian Laroche, President of Aurea Signature. “To reach the top level of performance, continuing education is essential. The more we can improve on our offering of professional development program, the more likely we will be able to retain and attract the best talent. It all adds up.” says Christian Laroche. “Profitability is tied to our most valuable assets; our people. I’m for one, never hesitate to challenge old assumptions. That’s why I’m convinced that this new training program platform put forward by the Council is second to none both in quality and in helping us in reducing our costs” concludes Christian Laroche.

“Christian Laroche is a well-known leader with a visionary approach to the business.” says Mario Grégoire, President and Chief executive officer of the Council. “It’s clear that any general managing agent who wishes to benefit from our training program for recruiting purposes, the Council is proud to share its platform, the Advice Direct. It is becoming an essential tool for promoting excellence, expertise and knowhow among their talented workforce,” insists Mario Grégoire. “If on top of it all, we can help them in reducing their professional development costs, we will have accomplished an important part of our mission.” concludes Mario Grégoire.

### **About Aurea Signature**

On the basis of its successful business model and strategic positioning in the field of financial services, Aurea Signature’s continued success is due to the close partnership it has created with financial services firms in Quebec. Its innovative business model rests on values that respect the autonomy of its partners. With its unique one-stop-shop and multidisciplinary approach, Aurea Signature support entrepreneurs with effective resources in developing their current and future businesses and by offering them a full range of expert services that will promote their growth and success. For more information: [www.aurea.com](http://www.aurea.com)

### **About the Conseil des professionnels en services financiers**

The Council of professionals in financial services (CPFS) is a key unifying organization for financial services professionals. It plays an advisory role and promotes the interests of professionals while building trust and solidarity in the industry. For more information: [www.cdpsf.com](http://www.cdpsf.com)

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For more information and requests for interviews:

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