

CSA Disclosure Statement FAQ

1. What is the disclosure statement?
It's a very short description of what a CSA is and what the CSA education means. It reads: *Certified Senior Advisors (CSA) have supplemented their individual professional licenses, credentials and education with knowledge about aging and working with seniors. Know what those licenses, credentials and education signify. The CSA designation alone does not imply expertise in financial, health or social matters. Details: www.csa.us*
2. Why is SCSA adopting it?
We want CSAs to distinguish the CSA designation from others, and we want consumers to understand better what the CSA designation is. This will also reduce the potential for the designation to be misused or misunderstood.
3. Who has to use it?
Any CSA who promotes themselves as a CSA to consumers, such as using the designation in their advertising. All CSAs will be required to use the disclosure effective January 1, 2008. We are already using the statement on our web site and on printed materials aimed at the public.
4. What does this mean for the CSA designation and CSA designees?
It's another way to serve seniors better, and another way to make the designation stronger.
5. How should the statement be used?
It should be used in written form and presented to consumers in the manner of a CSA's choosing. Examples include a free downloadable page from SCSA titled, "What Is a Certified Senior Advisor (CSA)®?", incorporating it on any printed materials a CSA gives to a consumer, or any SCSA-produced printed piece that includes the disclosure. As to when they use it, it should be used at any point before a transaction is completed.
6. What will using the statement accomplish?
For CSAs, it sets them apart from persons who have no training in aging. It shows that when it comes to communicating with seniors, we meet a higher standard. For the public, it makes it clear what a CSA is. We believe this will have benefits with regulators and compliance officers as well.
7. Do other designations have disclosure statements?
Not that we're aware of, but in our opinion, they should have them because we believe the average person has no idea of what the initials behind someone's name mean.
8. Do I have to reprint all my materials to include the disclosure statement?
No. We have a sheet of information about Certified Senior Advisors on our web site (Go to the "For SCSA Members" section) that includes the disclosure statement. You can download that and use it if you wish. (See question #5 for more examples.)
9. When do I have to use the disclosure?
At any point before a transaction takes place.
10. Is having the disclosure statement on my web site sufficient?
That's a good idea, but it's not enough. You must provide it to your consumer in written form.
11. How do I get this approved by my compliance department?

You may wish to ask them directly, or have them call Bill Kaluza, 303-468-0542, or Dan Danbom, 303-468-0546.

12. Can I change the wording?
No.
13. How will you monitor whether I use the disclosure?
The same way we monitor misuse of the CSA logo, or persons who say they are CSAs but aren't, and that's through our own research, public comments, and reports from other CSAs.
14. How will this benefit CSAs?
It distinguishes CSAs from persons who have not taken any specialized training about seniors. It enhances their professionalism. It meets the higher obligation for clear communication incumbent on all who work with seniors.
15. Do I have to use the disclosure just with seniors?
No. You have to use it with all your consumers before the close of a transaction if you are promoting yourself as a CSA.
16. Do I have to print the disclosure on my business card?
No.
17. Do I have to use the disclosure in my advertising?
No.
18. I don't promote myself as a CSA. Do I still have to use the disclosure?
No.
19. My only clients are other businesses. Do I have to use the disclosure statement with them?
No.
20. I send *Senior Spirit* to all my clients and prospects. It has the disclosure statement printed in it. Does that meet the requirement to use the disclosure?
Yes. Use of any Society-produced materials that include the disclosure is the same as producing your own materials with the disclosure.
21. I tell people that because I'm a CSA, I *am* an expert in health, financial and social issues. Now you tell me I'm not?
"Expert" implies mastery, and we know of no designation that makes anyone a master. Most medical doctors would not even say that they are a master in health issues affecting seniors.
22. How will using the designation statement affect my relationship with regulators?
Regulators should welcome any step that better explains someone's education and background.
23. Have any regulators approved the disclosure?
We have talked to a number of regulators about the concept of disclosure and have received very positive feedback. However, we would not expect a formal approval from regulators.

