

1. **NOTHING IS FOR FREE**
Financial service dealers are private entrepreneurs and business is an activity aimed at making financial profit. If a service is free that just means you can't see the hidden fees, you simply pay for it in a different way.
2. **BE SMART!**
If you know exactly what products you need and what the desired specifications and your expectations are, you can compare the available offers beforehand. When you are interested in long-term structured finance products such as mortgages or long-term investment projects, you should consult not only the dealer or agent, but also ask for an independent third person's viewpoint. Check especially all important product information and do not trust dealer information one bit. Even they can be wrong. By doing so you will less likely to accept an offer that is not in your best interest.
3. **WHO DO YOU DEAL WITH?**
You should always have a clear picture of what type of contractor you are dealing with. Did he has to document his qualities to get a permission for operating? Is he being controlled by the public authority such as Czech National Bank (ČNB) or Czech Trade Inspection Authority (Česká obchodní inspekce)? What competences do these bodies have? If there is a problem do not hesitate to file a complaint and seek for swift correction. Never hesitate to ask if you do not understand anything and feel free to say that you do not like something.
4. **YOUR FINANCIAL PLAN**
You should always have a financial reserve for any unexpected events such as unexpected expenses, illness, loss of job or change in family situation. It is not at all advisable to invest all your money into long-term ventures that can not be terminated without paying early termination fees. Do not agree with loan repayments that exceed your monthly budget.
5. **READ IT ALL!**
Do not get discouraged by the lack of time or persuaded by the dealer that everything important has already been said and you would not need to read the contract. Take the contract home and seek appropriate advice. Read general business and insurance conditions and ask the dealer to explain them thoroughly. It will take less time than trying to solve problems later on. If you are not allowed to read the contract in detail, take it as a warning. If the contract refers to another documents or principles, study them. Make sure the terms that have been negotiated in the contract or general business conditions are being met on time (this should be true for the second party as well).
6. **UNCLEAR CONTRACTS**
The more doubtful the offered deal the longer the contract, including all the client declarations that they signed it freely and voluntarily after a thorough review of all the requirements and the fact that the contract is not profitable only for one side. Words such as „not valid“ or „not to be used“ should always alert your attention. If you agree that suits will be decided by an arbitrator who has been appointed by the particular service provider, you give up the right to be sentenced by an independent court.
7. **HIGH REVENUES**
If offers do not reflect the market situation, they usually hide a problem. You should always ask for sufficient explanation and understand why you got the offer and what advantages and gains it brings to the retailer. The true is that the more complex the product or service the higher risks there are.
8. **INVESTMENT**
If you decide to invest on the capital market, sign in the investment questionnaire that you fill in together with the trader or insurance intermediary. Do not be tampered with answers you do not understand or agree with only because you think they could be a profitable.
9. **LIFE INSURANCE**
Life insurance protects you against unforeseen events. That is why a part of the premium paid is actually being used to cover the risks of such an event and is not part of your savings. You will never receive this part back in the form of settlement or surrender value when you terminate the insurance contract.
10. **PROTECT YOUR DATA!**
Do not keep your PIN together with your credit card or passwords and codes that provide access to your bank account or that enable communication with professional dealer in securities in a free computer or mobilephone. Always get a copy of any document you sign. It is your right. Important product data and information valuable for negotiations shall always be in written form. Data that have been presented only verbally are difficult to be proved.



If you have briefly looked at this poster thinking „I know all this anyway“, go through it again in detail. Believe it or not, the first view might be deceptive. Theoretically all of us know it somehow. But frankly, are you in your everyday life really so good at all these 10 points mentioned?

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