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Enhancing the skills of remisiers and dealers

COME OCTOBER, all trainee dealers' representatives of stockbroking houses will have to sit for examinations based on a new set of syllabus.

The announcement, which was made during the recent Third Malaysia Capital Growth Opportunities Exposition, said 50 per cent of the new syllabus will now comprise financial analysis and asset valuation. The other 50 per cent will be on law and business rules.

The development of this new syllabus, which was driven by the Securities Commission, should be lauded. It is indeed timely given the attractive investment opportunities on the local bourse.

It will enhance the skills and level of professionalism of both remisiers and paid dealer representatives. This will be a crucial factor to the investing public. There are many remisiers who had joined the profession before examinations were introduced. They would do well to keep abreast of the rapid changes in the securities industry especially relating to laws and regulations.

More often than not, the first person an investor approaches when wanting to buy shares is a remisier or a paid dealer in a stockbroking firm. Understandably, not all investors have a sound knowledge of the market or know which are the best companies to invest in. This is where the role of the remisier and dealer is crucial.

Remisiers and paid dealers are not mere data entry clerks whose task is to key in buy and sell orders from clients. They should be able to spot a company whose shares offer growth potential.

The Kuala Lumpur Stock Exchange (KLSE) currently offers excellent opportunities for market players to pick shares at bargain prices. But picking a winner is no easy task. The best bets would be shares of companies which have strong fundamentals, not those which have seen a steep fall in prices.

Prime Minister Datuk Seri Dr Mahathir Mohamad has called on investors to take advantage of the attractive prices on the KLSE. The time is right for selective buying of shares for long-term investment.

Remisiers and paid dealers should rise to the occasion by guiding market players in making an informed decision.

After all, it is always better to take a calculated risk than gamble.

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