



Kobus Kleyn CFP®

Kobus Kleyn is a Certified Financial Planner at Kainos Financial Services. He obtained his Post Graduate Qualification in Financial Planning at the University of Free State (South Africa) and his MDP & AEP from UNISA (Southern Africa). He holds many other qualifications.

He currently is the MDRT PGA Director for the Main Platform MDRT Global Convention Sydney Australia and the Vice-Chairperson of the FPI Client Engagement Committee, and have served on various committees in the past as Chairperson of the Financial Intermediary Association of Southern Africa (FIA) RDR Workgroup, the Liberty FA Ethics Committee Chair, the FPI Annual Convention Committees and the Million Dollar Round Table (MDRT) Task Forces. He has and is serving on many past and current committees and task forces for the FP (Financial Planning Institute of South Africa) I, FIA (Financial Intermediaries Association) and MDRT (Million Dollar Round Table) and Liberty Group over the years as Chairperson, Vice-Chair, Assistant Director and Director. He has been past-area and country chair for MDRT South Africa. Kobus also serve on NPO boards.

Kobus hold seven consecutive MDRT Top of the Table recognitions and are a well-recognised CFP in South Africa and globally, with a fully-functional professional office-based practice.

Kobus hold memberships with 8 affiliations and inclusive of the FPI (with the CFP designation); SAIT (South African Institute of Tax Practitioners, with the Tax Practitioner designation); FISA (Fiduciary Institute of Southern Africa); STEP (Society of Trust and Estate Practitioner, with a TEP designation); FIA (The Financial Intermediaries Association of Southern Africa); IISA (The Insurance Institute of South Africa); The Institute of Ethics South Africa; and Unashamedly Ethical.

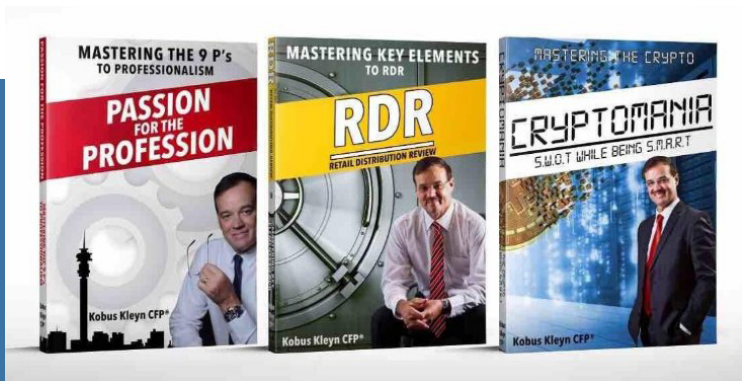
Kobus was the inaugural winner of the FPI *"It starts with me"* award in 2015, and received it again in 2016 and was awarded the *FPI Media Award in 2017*. Kobus was awarded the MDRT Leadership Award in 2014. He is a very active FPI, FIA and MDRT Pro-Bono Volunteer, as well as an *MDRT Foundation Gold Knight*.

Kobus has a **Passion** for the Financial Services Profession and works purposefully with like-minded stakeholders to help transform the financial industry into a fully-fledged profession. He accomplishes this through the power of social- and print media, presentations, workshops talks and with his involvement on committees.

Kobus has published over 200 articles on various media platforms and magazines and has been a speaker at the Annual MDRT Convention, FPI Annual Convention, MDRT Greece Day, CARAIFA Annual Congress and on several other platforms locally and internationally. He is an inspirational speaker, and take the audience with him through passion and with energy.

Kobus is rated in the top 1% on LinkedIn, with over 23 500 financial professionals connected to him globally. He uses LinkedIn as a movement to drive awareness to the financial services profession, the CFP Designations, professionalism and the power of social media.

Kobus is a thought leader in many sectors, including the financial services profession, within the regulatory environments, on social media, personal branding, futuristic leadership, crypto & blockchain technology, and other disruptive Fintech subjects.



Kobus is the author of the books:

- ***Passion for the Profession - Mastering the 9 P's to Professionalism***
- ***RDR - Mastering Key Elements to RDR***
- ***Cryptomania-Mastering the Crypto***
- Kobus will be launching his 4th book: ***"Accelerate your Brand- Mastering your Brand"***, during 2019.



My vision is....
To be a stakeholder who wants to transform our
Financial Services Industry into an accepted profession.

