

**304.9-360 Obligation to serve interest of client.**

A consultant is obligated, under his license, to serve with objectivity and complete loyalty the interests of his client alone; and to render his client such information, counsel and service, as within the knowledge, understanding and opinion in good faith of the licensee, as will best serve the client's insurance or annuity needs and interests.

**Effective:** June 18, 1970

**History:** Created 1970 Ky. Acts ch. 301, subtit. 9, sec. 36, effective June 18, 1970.