



Introducing

# Chartered Financial Planning

*Standards | Professionalism | Trust*

**The Personal Finance Society** 



# Gold Standard Financial Advice

## What is a Chartered Financial Planner?

The role of a financial adviser is to help individuals and businesses understand their financial circumstances and to help them plan for the future. This usually includes tax, investment and retirement planning but may extend to more specialist services such as wealth management, trustee investment, divorce and non-domiciled clients.

In 2005 the Privy Council granted the Chartered Institute (CII) the power to award Chartered Financial Planner status to those financial advisers that had successfully completed a suite of advanced level professional qualifications and who could demonstrate a minimum of five years experience working as a financial adviser. This advanced technical knowledge and practical experience enables Chartered Financial Planners to offer a more sophisticated level of financial planning. Over 3,000 advisers, representing the top 5% of the profession, have achieved Chartered Financial Planner status.

## Why you can trust the advice of a Chartered Financial Planner

Chartered Financial Planners also demonstrate a fundamentally professional ethos. Through their membership of the Personal Finance Society, the professional body for financial advisers, Chartered Financial Planners adhere to a respected code of ethics and commit to a structured programme of continuing professional development (CPD). This includes keeping their knowledge up to date as well as learning about new developments impacting their profession. Most Chartered Financial Planners now charge a fee for their advisory services rather than receiving commissions from product providers for recommending a specific financial product.

Failure to adhere to the code or provide evidence of CPD can result in serious disciplinary action and the removal of Chartered Financial Planner status.

# A Trusted Professional Connection

## Working in partnership with other professionals

Many Chartered Financial Planners and firms of Chartered Financial Planners have established links with other professional service providers local to them, including accountants and lawyers. Financial planning complements these advisory services and can be of mutual benefit in delivering a holistic professional advice service to clients. Pensions scheme analysis and retirement planning are key areas of expertise for many Chartered Financial Planners and our ageing population is making long-term care planning a key consideration for many. Investment is another key area of specialism with high net worth clients requiring sophisticated portfolio construction and regular reviews. Investment reviews are also now an important consideration for trustees in line with their responsibilities under the Trustee Act 2000. When dealing with estate planning, trusts and divorce it is particularly important to work in partnership with a Chartered Financial Planner.

Many Chartered Financial Planners also work closely with local business owners to help ensure business continuity initiatives are in place and tax efficient succession planning. A range of group benefits, such as pensions and health insurance can also be arranged on behalf of employees.

## Who grants, and polices, Chartered Financial Planner status?

The Personal Finance Society is the leading professional body for financial advisers with over 33,000 members and is part of the CII Group, the world's leading provider of professional training, qualifications and thought leadership to the insurance and financial services professions. The CII has been at the forefront of setting professional standards for over a century and now has 108,000 members and affiliates in 150 countries. Both the CII and the Personal Finance Society are focused on engendering public confidence and trust in financial services by setting standards and increasing professionalism.



## Isn't it time you gave your clients access to Chartered financial advice?

You may already have been introduced to a Chartered Financial Planner, but a directory of Chartered members is available via the Personal Finance Society website, [www.thepfs.org](http://www.thepfs.org). You can also find Chartered Financial Planners in other UK locations by performing a postcode search at [www.findanadviser.org](http://www.findanadviser.org), which gives priority listing to Chartered Financial Planners. Now is a great time to explore the potential benefits of working in collaboration with a Chartered Financial Planner.

**Chartered Financial Planners are associated with the highest standards of professionalism. They are reputable and can be trusted to deliver a high quality financial advisory service with the utmost integrity.**



If you require further information about Chartered Financial Planner status or wish to check the professional standing of any member of the Personal Finance Society please contact us. In the unlikely event that you do have a complaint about the conduct of a member of the Personal Finance Society please do not hesitate to bring this to our attention so that we can consider disciplinary action.

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