



Entry criteria

In completing their entry, Accredited Financial Planning Firm™ applicants should clearly demonstrate the impact that the firm has made on the financial planning profession **within the past 12 months** and demonstrate that their firms have the resources to meet the requirements listed under each heading below:

- a) Contribution to the financial planning profession, which may include:
 - University/student sponsorship,
 - Financial planning week participation,
 - Any services to other professional firms etc

- b) Building best practice in your firm, including
 - Policies and procedures that are consistent with the CISI's Code of Conduct,
 - All staff are aware of the financial planning service and how it differs from financial advice, and
 - The firm's business structure reflects a clear fiduciary responsibility to clients

- c) Service excellence and how it is measured by your firm including:
 - That most advisers are qualified to level 6 financial planning qualification, and
 - That a full financial planning service, including cashflow modelling, is offered by default
 - A clear and consistent fee structure,
 - An understandable and visible investment philosophy

- d) Promotion of consumer awareness of financial planning, including:
 - A financial planning proposition that is clearly communicated to clients in marketing material,
 - Website offering,
 - Podcasts, use of social media, books published,
 - Number of new clients added in the past year, number of clients lost.

Your completed application must not exceed, 2,500 words maximum and may, in addition, include up to three attachments that have been produced within the previous 12 months.



Name of firm	
Name of person completing this form	
Your position in firm	
Contact email	
Contact telephone number	
Website address	
Word count	

Section A: Your contribution to the financial planning profession.

Section B: Building best practice in your firm

Section C: Service excellence and how it is measured by your firm

Section D: Promotion of consumer awareness of financial planning