



**CISI**  
CHARTERED INSTITUTE FOR  
SECURITIES & INVESTMENT

**ACCREDITED**  
**FINANCIAL**  
**PLANNING FIRM™**

# Setting the standard in Financial Planning

The CISI recognises the highest standards of professionalism and service in Financial Planning. A CISI qualification offers a globally renowned measure of excellence in Financial Planning, while a CISI Financial Planning firm accreditation will help your business gain ultimate recognition from your professional peers and consumers, as well as distinguish your organisation from its competitors.

## Our aim

Through Accreditation of Financial Planning Firms, we formally recognise the firms which demonstrate their commitment to the highest professional standards in Financial Planning for the benefit of the consumer in the UK.



The CISI will work with Accredited Financial Planning Firms to ensure they gain the maximum professional and consumer recognition as a leader in the profession. We will provide tailored support to help firms build their brand and reach the consumer and, together, we'll set the standard for other Financial Planning firms to aspire to. In addition, a proportion of the revenue generated from subscription fees will be used to support public relations and brand awareness of Accredited Financial Planning Firms™.

### REACH THE CONSUMER

We'll work actively to promote the Accredited Financial Planning Firms™ register direct to the consumer through PR campaigns and media engagement. We'll also provide support, as well as materials to help firms promote themselves either regionally or nationally.

### SET THE STANDARD

Through listening to direct feedback from consumers, the Accredited Financial Planning Firms™ and the profession, we'll capture trends and take the required action to lead the profession forward.

### DEVELOP THE PROFESSION

By creating a register of leading firms, we'll develop a community that understands the value of professionalism and of providing a true Financial Planning service. As a result, we'll be able to provide a forum for best practice and networking, where business ideas and experiences can be shared.

## How your firm will benefit

Becoming an Accredited Financial Planning Firm™ will support the development of your brand awareness and help you gain greater professional recognition and commercial success.

### BRAND AWARENESS

Align your brand with excellence in Financial Planning and promote your commitment by using the Accredited Financial Planning Firms™ mark in your offices and on your business stationery. We'll work with you to achieve further recognition from the consumer and the profession with national public relations campaigns.

### PROFESSIONAL RECOGNITION

Becoming an Accredited Financial Planning Firm™ provides strong external recognition of your commitment to the highest ethical and professional practice standards in Financial Planning, as well as achieving respect and acknowledgement from the profession. You will be recognised by other professionals as being ideal partners.

### COMMERCIAL SUCCESS

Our Accredited Financial Planning Firm™ register will enable consumers to identify your firm as one which adopts only the highest standards of professionalism and service in Financial Planning, helping you gain market advantage.

By networking with leaders in other Accredited Financial Planning Firms™ at exclusive CISI events, you'll share tips on business practice and processes and build a better business as a result.



"At the moment, consumers don't know enough about Financial Planning or where to go to find a true Financial Planning firm. The Accredited Financial Planning Firms'™ Register will help provide that confidence and direction for consumers. Consumers can be safe in the knowledge that Accredited firms will provide a high quality and consistent Financial Planning service whilst demonstrating the highest professional standards."

*Rebecca Taylor CFP™ Chartered FCSI,  
Managing Director,  
Aurea Financial Planning*

# How to gain Accreditation

For your firm to be considered for Accreditation, you must demonstrate that you have a defined process for Financial Planning which is offered to clients as a key part of your service.

## OUR CRITERIA

We've developed specific criteria to identify firms that offer a full Financial Planning service and we will ask you to demonstrate your firm meets the criteria on an annual basis. This will ensure our Accredited Financial Planning Firms' register provides consumers with a list of firms that offer a consistently high level of service that they can understand and trust.

Your firm must have a defined process for Financial Planning which meets the CISI 'six stage' definition, and is offered to clients as a default part of your service:



## QUALIFIED STAFF

On application, at least 50% of the firm's FCA registered advisers must be qualified as a CERTIFIED FINANCIAL PLANNER™ professional or Chartered Financial Planner (with AF5).

- ✓ At least one director/partner of the firm must be a current CERTIFIED FINANCIAL PLANNER™ professional.
- ✓ All advisers directly providing the Financial Planning service to clients on the firm's behalf will have been tested on their Financial Planning skills at an advanced level or will be mentored/supervised by such an adviser.
- ✓ All advisers will be members of a relevant professional body and agree to abide by that body's Code of Conduct.

## OUR REQUIREMENTS

To become an Accredited Financial Planning Firm™ you must be able to demonstrate that providing a Financial Planning service is core to your business. The firm must demonstrate the following:

- ✓ A full Financial Planning service, including cashflow modelling, is offered by default.
- ✓ The Financial Planning proposition is clearly communicated and promoted to clients in marketing materials.
- ✓ Policies and procedures are consistent with the CISI's Code of Conduct.
- ✓ The firm's business structure reflects a clear fiduciary responsibility to clients.
- ✓ A clear and consistent fee structure.
- ✓ An understandable and visible investment philosophy.
- ✓ All staff are aware of the Financial Planning service and how it differs from financial advice.
- ✓ That the majority of advisers are qualified with a level 6 Financial Planning qualification.

Firms will need to complete an application form to apply, available at [cisi.org/afpf](https://cisi.org/afpf). Firms should refer to CISI's document Guidance for Firms when completing this application form.

## ANNUAL FEES

A fee is payable by the Accredited Financial Planning Firm™ to the CISI upon acceptance of application, and annually thereafter upon renewal. A fee of £750 per firm applies, plus £25 per FCA registered adviser (where individual is a CISI member) or £75 per FCA registered adviser (where individual is non-CISI member).