

“ Integrity without knowledge is weak and useless, and knowledge without integrity is dangerous and dreadful. ”

Samuel Johnson

**You can rely on Chartered Financial Planners to be trustworthy. They will put your interests above those of others.**

### Complaints

Chartered Financial Planners aim to provide you with the highest standards of service. If for any reason you do have a concern or wish to make a complaint please let your adviser or the firm they work for know. Any complaint or grievance will be taken seriously. Firms regulated by the Financial Services Authority (FSA) must have a written complaints procedure, which will detail who to write to, when you should expect a response, and your options if you are still not happy with the final outcome. An address to refer your complaint for independent and impartial advice, such as the Financial Ombudsman Service, will be given.

Additionally, complaints about the conduct of a Personal Finance Society member should be brought to our attention so that we can consider disciplinary action. Please visit [www.cii.co.uk/contact](http://www.cii.co.uk/contact) in the first instance, or write to:

The Legal and Secretariat Department  
Chartered Insurance Institute  
20 Aldermanbury  
London  
EC2V 7HY

Chartered Financial Planner

# Financial advice you can trust

The Personal Finance Society, 42–48 High Road, South Woodford, London E18 2JP  
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Standards | Professionalism | Trust



All Chartered Financial Planners have completed degree level professional qualifications and have at least five years experience. They adhere to a code of ethics and commit to ongoing professional development.

## Chartered Status

Chartered Status is the profession's gold standard for financial planners. It confirms that every Chartered Financial Planner has completed a suite of professional qualifications equivalent to a bachelors' degree.

Royal Charters, granted by the sovereign on the advice of the Privy Council, have a history dating back to the 13th century. Nowadays, Charters are normally reserved for bodies that work in the public interest and which can demonstrate pre-eminence, stability and permanence in their particular field.

All Chartered Financial Planners adhere to a respected code of ethics. The Code exists to guide the profession and to protect the public. Failure to operate to the guidelines set by the Code can result in a serious disciplinary action.

All Chartered Financial Planners must have at least five years' relevant professional experience and commit to continued professional development. This helps ensure that their knowledge is up to date with the latest legislation and technical developments, and that they act in accordance with current regulatory requirements.

You can trust Chartered Financial Planners, like Chartered Accountants, Surveyors, or Engineers, to be highly qualified, reputable and capable of providing you with quality advice with the utmost integrity.

You should therefore be confident that a Chartered Financial Planner can be relied on to consider your personal circumstances and devise a plan to help you meet your needs, fulfil your aspirations and help provide you with a secure financial future.

## The Personal Finance Society

The Personal Finance Society is the leading professional body for financial advisers and those in related roles. With some 34,000 members, it encourages the highest standards of professionalism by setting standards for technical knowledge, ethical practice and professional development.

The Personal Finance Society is uniquely placed, as a campaigning organisation to support consumer demands for trusted, professional advice. It also works with the regulator to help shape the environment within which advice is given.

The Personal Finance Society is part of the Chartered Insurance Institute group (CII), the world's leading and provider of professional training, qualifications and thought leadership to the insurance and financial services profession. The CII has been at the forefront of setting professional standards for over a century and now has over 108,000 members or affiliates in over 150 countries. Both the Personal Finance Society and the CII are focused on engendering public confidence and trust in the financial services profession by setting standards and increasing professionalism.

A directory of Chartered members of the Personal Finance Society is available via the website: [www.thepfs.org](http://www.thepfs.org)



Every Chartered Financial Planner is a member of the Personal Finance Society and is associated with the highest standards of professionalism.

## Protecting your interests

**The object of the ethical code is to ensure that all our members act in the best interests of clients, of the society and the profession.**

### The Code and You

Members of the Personal Finance Society are required to earn and maintain the trust of clients at all times; always acting skillfully, carefully, diligently and lawfully.

So when it comes to meeting your financial needs, you can look forward to receiving appropriate advice, complete with the relevant information and documentation.

You have every right to expect that such advice will help protect your interests. Their advice will also be within the limits of their personal competencies and within the limits of the authorisation you've given.

Additionally, you can expect your Chartered adviser to avoid any conflict of interest – whether that's between you and them, or between you and another party – and rely upon advisers to step aside if such conflicts can't be resolved.

## Statement of Professional Standing

Since January 2013 financial advisers are required to evidence their adherence to a code of ethics through a valid Statement of Professional Standing. This Statement also confirms that an adviser is professionally qualified and commits to continually update their knowledge (continuing professional development).

### Our relationship with regulators and the law

As you'd expect, Personal Finance Society members are obliged to operate within the law, as well as in the spirit of it, without fail. This includes all of their dealings with you, as well as the way they run their business. And should the regulator make any requirements of Personal Finance Society members, the Personal Finance Society are to be open, transparent and co-operative.

### Playing a part in the community

The Personal Finance Society expects its professionals to advance the reputation of financial services in the way they behave. This not only involves relationships with clients, it also includes respecting environmental concerns and related issues. Practising such conscientiousness means that you can expect to consider members as trustworthy individuals, making a positive contribution to society and the communities in which we live and work.