



# Pulling Together

***Keith Richards***

Chief Executive  
Personal Finance Society

**Personal Finance Society**

Standards | Professionalism | Trust





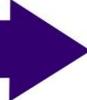
# Pulling Together

**“Professional Body Evolution -  
working in the interests of the  
Public and Profession”**

***“A Personal Finance Society in Evolution”***



**Pulling Together**



**Personal Finance Society**  
Standards | Professionalism | Trust



# Membership Growth

**36,450** individual members (32,240 in 2012)

- **Growth in Chartered 5,060 & 8,411** on the journey
- Paraplanners **3,800** and growing  
*50% of new joiners in 2015 under 35yrs*



Team CII and Personal Finance Society **Pulling Together**

# Evolving Member Support

- 26 Regions every quarter – 14,000pa
- 26 specialist events – 3,500pa
- 4 Financial Planning symposiums -2k
- Communications including FS magazine – 216,000 copies pa
- Webinars and online content – 4k



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# Profession continues to gain positive recognition post RDR

- Peers/MP's – advice key within Care Bill
- FCA – evidence of reform to a profession
- FOS – confirm decreasing complaints trend
- Government - mandated advice for safeguarded benefits over £30k...next the proposed secondary annuity market
- Financial Advice Market Review (FAMR)



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# Engagement, Collaboration & Influence



Financial Supervision  
Commission  
*barrantee ooseirys  
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Department  
for Work &  
Pensions



HM Treasury

The Pensions  
Regulator



Financial  
Ombudsman  
Service



HOUSE OF LORDS



IFSC



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# Visibility, Voice & Comment

**PFS joins calls for policy levy to combat 'unsustainable' adviser fees**  
Regulation | by planneradmin | Jun 5, 2015

**PFS calls for urgent FCA regulatory review**  
The Financial Conduct Authority must review the unfair and "outdated" regulatory system urgently says Personal Finance Society chief executive Keith Richards.  
Posted by Kevin Rose | Date: August 18, 2015 | Leave a comment

**PFS: Treasury advice review is a unique opportunity**

**IFAs urged to act amid gov't concerns about regulatory costs**  
By Alex Steger | 17 Aug. 2015

**PFS chief calls for action over non-regulated firms**  
By William Robins | 26 May, 2015

**PFS urges advisers to shape future through government advice review**  
18/08/2015 • 0



FINANCIAL TIMES



# Consumer Engagement



Financial Services Consumer Panel  
An independent voice for consumers of financial services



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# Pro Bono Advice - MoneyPlan

- Launched April 2015
- 100 locations – serving c5,000
- Early stages but posed to expand due to demand
- Interest from Irish CA
- Working with Pension Wise
- Possibilities to expand CA relationship



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yourmoney

Helping consumers make  
more informed decisions  
about their **money**



2005-2015 | CELEBRATING 10 YEARS

**Personal Finance Society**

Inspiring: Standards | Professionalism | Trust



## Welcome to the Personal Finance Society

We are the professional body for the UK financial planning profession. Our 35,000+ members are committed to the highest professional standards through undertaking rigorous qualifications and continuing personal development.

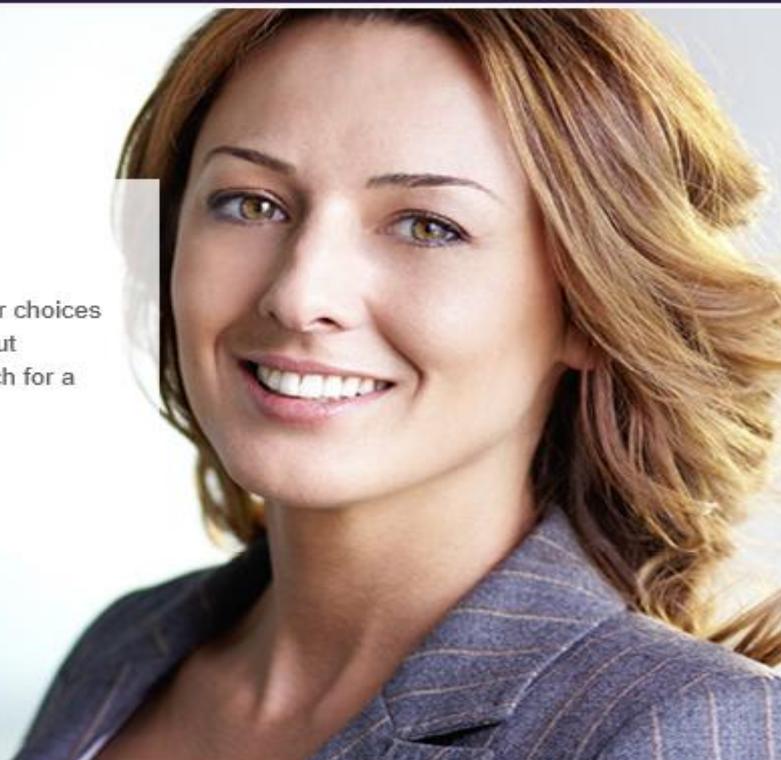
[Learn about membership](#)



yourmoney

Use our free guides to understand your choices when it comes to money. Find out about professional financial advice and search for a qualified adviser near you.

[Learn about financial advice](#)



### Quick Links...

[CPD Planning and recording tool »](#)

### Upcoming events

Monday 27 April 2015  
[London PFS Regional Conference Q2 2015](#)

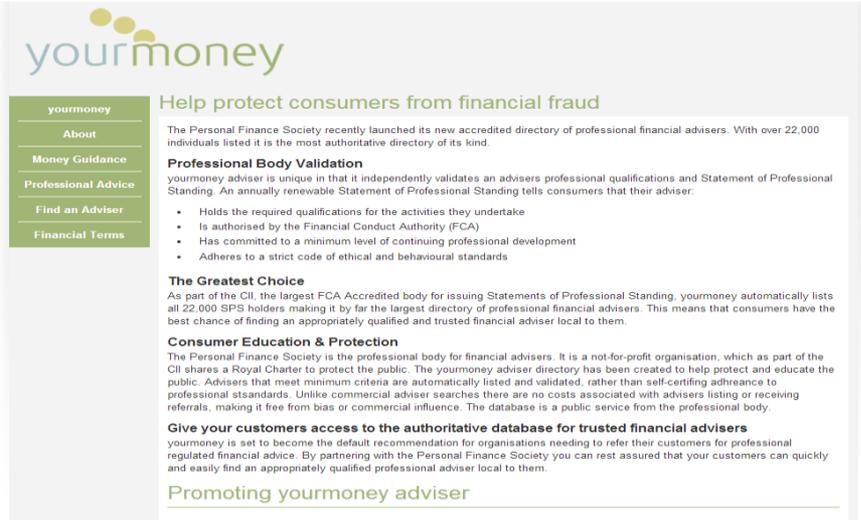
### News items

Tuesday 14 April 2015  
[Message from CEO Keith Richards »](#)

# Accredited Adviser Directory

## Building Public Confidence & Trust

- Professional Body validation
- The greatest choice
- Consumer education & protection
- Gives consumers access to authoritative database for trusted financial advisers



**yourmoney**

- About
- Money Guidance
- Professional Advice
- Find an Adviser
- Financial Terms

### Help protect consumers from financial fraud

The Personal Finance Society recently launched its new accredited directory of professional financial advisers. With over 22,000 individuals listed it is the most authoritative directory of its kind.

#### Professional Body Validation

yourmoney adviser is unique in that it independently validates an advisers professional qualifications and Statement of Professional Standing. An annually renewable Statement of Professional Standing tells consumers that their adviser:

- Holds the required qualifications for the activities they undertake
- Is authorised by the Financial Conduct Authority (FCA)
- Has committed to a minimum level of continuing professional development
- Adheres to a strict code of ethical and behavioural standards

#### The Greatest Choice

As part of the CII, the largest FCA Accredited body for issuing Statements of Professional Standing, yourmoney automatically lists all 22,000 SP5 holders making it by far the largest directory of professional financial advisers. This means that consumers have the best chance of finding an appropriately qualified and trusted financial adviser local to them.

#### Consumer Education & Protection

The Personal Finance Society is the professional body for financial advisers. It is a not-for-profit organisation, which as part of the CII shares a Royal Charter to protect the public. The yourmoney adviser directory has been created to help protect and educate the public. Advisers that meet minimum criteria are automatically listed and validated, rather than self-certifying adherence to professional standards. Unlike commercial adviser searches there are no costs associated with advisers listing or receiving referrals, making it free from bias or commercial influence. The database is a public service from the professional body.

#### Give your customers access to the authoritative database for trusted financial advisers

yourmoney is set to become the default recommendation for organisations needing to refer their customers for professional regulated financial advice. By partnering with the Personal Finance Society you can rest assured that your customers can quickly and easily find an appropriately qualified professional adviser local to them.

### Promoting yourmoney adviser



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# Consumer Press:



**The Mail**  
ON SUNDAY

theguardian

THE INDEPENDENT

SUNDAY EXPRESS

BBC RADIO 4 Money Box

YOUR Money.com

EXPRESS  
Home of the Daily and Sunday Express

FINANCIAL TIMES



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# Financial Advice Market Review

- ❖ PFS engaged Chancellor George Osborne in July 2015
- ❖ Government & FCA led review announced August 2015



HM Treasury



***Objective - 'Increase access to advice'***



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# Ageing App – Planning Ahead



# Keith Richards - How You Might Look at 70!



# Continued Evolution - 2015

**Launched:** **Consumer website** launched in May 2015

**Launched:** **Accredited adviser directory**

**Launched:** **Good Practice** guidance hub

**Launched:** **Financial Planning Academy** programme

**Launched:** **Citizen Advice - MoneyPlan**

**Launched:** **Paraplanner** programme



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# Continued Evolution - 2016

**Launched:** Specialist advice registers

**In Progress:** Advice for Hero's

**In Progress:** Financial Planning Academy programme

**September:** National Retirement Planning Week

**Phase 3 :** Citizen Advice - MoneyPlan

**November:** Personal Finance Media Awards

**In Progress:** Enhanced CPD programme



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**Thank You  
For Making Our Boat Go Faster!**

*Keith Richards*  
Personal Finance Society  
Part of the CII family