




CareersWanted

In association with 

Differentiating A CFP From An AFPC Candidate: Is There Additional Value & Benefit To Potential Employers?

The AFPC has become the benchmark qualification for financial planners and few employers now contemplate taking on an adviser who is not fully committed to achieving this minimum level of qualification.

However for those who aspire to true professionalism in financial planning, three AFPC passes and the corresponding MPFS Dip designation is no longer enough.

Ambitious advisers need to demonstrate to employers and clients alike that they are prepared to go that extra mile to stand out from the crowd. Becoming a Certified Financial Planner^{CM} does just this, particularly when combined with APFS or FPFs status.

Why are Certified Financial Planner licensees held in such high esteem? Firstly the CFP licence is the only internationally recognised financial planning qualification. In addition it is not a 'get it and forget it' exercise; the qualification can only be applied for once stringent minimum professional requirements have been met. As a result CFP^{CM} status gives the adviser a considerable amount of credibility in front of clients, potential clients, and professional connections. Ultimately this is what employers are looking for in an individual.

The main attraction, however, is that the CFP qualification demonstrates to potential employers that the individual not only has the technical knowledge, but also has the ability to apply that knowledge as part of the financial planning process. This makes CFP licensees of particular interest to fee-based financial planning firms, or those who are trying to move away from the commission model. It is recognised that the qualification gives advisers the wider and more practical understanding of holistic financial planning issues that a fee-paying client expects to be advised on.

Employers are always looking for individuals who are one step ahead of the competition. Having the determination, expertise, and foresight to attain financial planning's highest standard is surely one of the best ways that this can be demonstrated.

Justina Williams, e-volve consulting

A COMPLIMENTARY SERVICE AVAILABLE TO IFP MEMBERS ONLY - THE OPPORTUNITY TO POST DETAILS CONCERNING HELP OR CAREERS WANTED.

Paraplanner / Report Writer

Adviser Assist is a fast growing company providing a range of outsourced paraplanning services to IFAs and financial planners across the UK. The role will suit an existing paraplanner or an IFA seeking to move away from a sales-focused position. You will have, or will be working towards full AFPC, have in-depth technical knowledge and understanding, especially in the areas of pensions and investments. Based in Oxfordshire or remotely. Salary £25,000 to £30,000.

Contact: richard@adviserassist.com

To submit an advertisement for 'Careers Wanted' send details (no more than 75 words) plus a contact email address to ifjournal@financialplanning.org.uk

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Justina Williams has worked in Financial Services and Financial Services recruitment for over eight years. She set up e-volve in February 2004 to offer a high quality recruitment service to both the business and the individual.

Based in the heart of London's City, e-volve is very well connected and new

business partners are gained through referrals, networking and headhunting. Justina is the lead consultant responsible for managing relationships, and with two Certified Financial Planner licensees as co-directors of e-volve, there is a clear understanding of the financial planning profession. A team of qualified and experienced researchers assist Justina with finding the best people.

e-volve treat their clients as partners and their candidates as individuals. The business is designed to help financial planning practices get the best from their personnel and for financial planners to get the best from their careers. e-volve aims to build long-standing professional relationships, where they are seen as a trustworthy sounding board and the preferred choice.

If you are a financial planner or financial planning business and would like to find out how e-volve's services could help you, please visit www.e-volveconsulting.co.uk or contact Justina Williams, T: 020 7232 2225, E: justina.williams@e-volveconsulting.co.uk