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**Not-for-profit, financial services body launches new**

**CERTIFIED FINANCIAL PLANNERTM professional UK-wide search listing**

The not-for-profit, professional membership body the Chartered Institute for Securities & Investment (CISI) has relaunched its new and improved find a financial planner website ***Wayfinder www.financialplanning.org.uk.***

The resource listing allows consumers UK-wide to search for their nearest CERTIFIED FINANCIAL PLANNER (CFPTM) professional or Accredited Financial Planning FirmTM (AFPF).

The aim of the website is to put consumers in charge of their finances by accessing holistic financial planning from a trusted, CFPTM professional.

In addition to the key find a financial planner search function, the platform also examines:

* What is financial planning?
* What is the difference between financial planning and financial advice?
* What is a CFPTM professional?
* What is an AFPF?
* What can a financial planner give guidance on?
* The six stages of financial planning
* When should I make a financial plan?

The platform also offers consumers tips and tools on improving financial well being, with resources on budgeting and financial health, saving, investing and family financial planning, home ownership, pensions and retirement planning.

Only active CFPTM professionals and AFPFs are shown on the ***Wayfinder*** www.financialplanning.org.uk. Both designations are global and managed by the CISI in the UK.

The CFP™ certification can only be used by those who have fulfilled rigorous international standards of financial planning by achieving very specific qualifications and requirements. Every CFP™ professional must commit to **high ethical standards**, as well as adhere to the **CISI’s Code of Conduct** before they can use the internationally recognised CFP™ certification. CFP™ professionals maintain their certification through **CPD annually** as part of the membership renewals process and every individual listed is automatically maintained by the CISI system, so only those who are current and active CFP™ professional or Accredited Financial Planning Firms™ are listed on ***Wayfinder***.

**Sally Plant, CISI Head of Financial Planning** said: “We are delighted to be launching to UK consumers our improved [***Wayfinder***](https://www.cisi.org/cisiweb2/wayfinder/home) [***www.financialplanning.org.uk***](http://www.financialplanning.org.uk) resource. A good understanding of your financial position is part of living healthily, in some respects no different to going for a run or to the gym, but a means of relieving stress. This new website will enable the public to find a planner who starts with individual’s goals, what they want their life to look like and help them get there. ***Wayfinder*** [***www.financialplanning.org.uk***](http://www.financialplanning.org.uk) helps us to protect and maintain the integrity of the CFPTM certification and provide a better user experience for members of the public looking to identify a professionally qualified financial planner to help them with their personal finances.

“Equally, we would always encourage consumers, in making their choice, to use their own due diligence and research before committing to a financial planner.

“It is important for consumers throughout the UK to know that they can access and trust a listing from ourselves, as the not-for-profit, professional body for CERTIFIED FINANCIAL PLANNERTM professionals in the UK.”

Ends

**For further information on the Chartered Institute for Securities & Investment contact Lora Benson +44 20 7645 0662/ +44 7801 521034 or** [lora.benson@cisi.org](mailto:lora.benson@cisi.org)

**About the Chartered Institute for Securities & Investment (CISI)**

CISI’s purpose is [to champion lifelong learning and integrity, raising individual standards of knowledge, skills and behaviour globally to enhance public trust and confidence in financial services.](https://www.cisi.org/cisiweb2/mycisi-pages/mycisi?purpose=1)

The CISI’s mission is to help members attain, maintain and develop their knowledge and skills and to promote the highest standards of ethics and integrity in the securities and investment profession.

Based in the City of London, with origins in the London Stock Exchange, the CISI is a global organisation with representative offices in financial centres such as Barcelona, Colombo, Dubai, Dublin, Edinburgh, London, Manila, Mumbai, Nairobi and Qingdao. We work in close cooperation with regulators, firms and other professional bodies worldwide and over 40,000 examinations were sat in 81 countries in the last twelve months. With 45,000 members in over 100 countries, the CISI is the professional body which sets examinations and offers qualifications for those working in, or looking to establish a career in, the financial planning, wealth management and capital markets professions.