

The Malaysian Financial Planner of the Year Award



Our Agenda

- Overview of the Awards
- Why you should enter
- Some tips for picking the right file
- Completing your Initial Submission
- Your questions



Overview of Awards

- Purpose – Recognize excellence in Financial Planning
 - ✓ Promote the discipline
 - ✓ Help Licensed Financial Planners get better
- Open to all Malaysian Licensed Financial Planners with a recognized designation (such as CFP, RFP, IFP, ChFC)
- Entry is based on an existing plan from your client files
- Recommendations made to the client must be based on what is in the best interests in the client



Overview of Awards

- Registration & submission from **February 15 – April 9**
- Modest fee RM 100
- Finalists announced by **April 25**, plans due **May 1**
- Winner, first and second runners up announced on **May 16**
- Cash prizes, trophies/plaques
- Announcements direct to your clients



Why You Should Enter

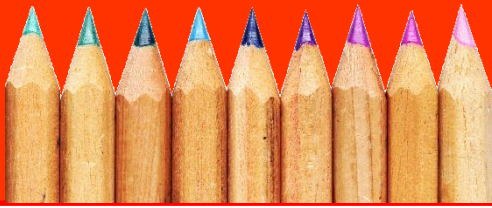
- Prestigious award based because its based on quality work & value you created for your client
- A chance to be a hero with all your clients
- Critique from 5 expert judges helps you get better
- Recognition for just showing up!
- Someone will win – why not you?



Why You Should Enter

1. Winner also advances to PlanPlus Global Financial Planning Awards – Asia Region Finals
2. Winner at Global gets:
 - airfare,
 - 5-star hotel accommodation
 - admission to FPA – Business & Education Conference in Nashville on October 2-4, 2017
3. It's the best financial planning convention in the world





Tips for Entering

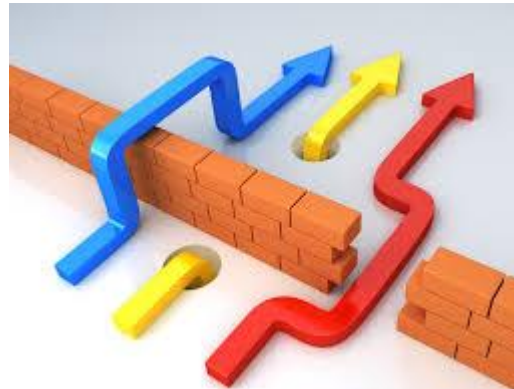
- Look for a situation in which you added a lot of value to a client
- Big needs:
 - ✓ high income/large estate
 - ✓ very low income/struggling
 - ✓ Messy, disorganized situation, many needs



Completing the Initial Submission

- Client Goals: things like worry-free retirement, orderly estate distribution, peace of mind
- Objectives: things that quantifiable such as specific amount of retirement income starting at a specific time
- Challenges: a situation to which there is not a simple financial solution:

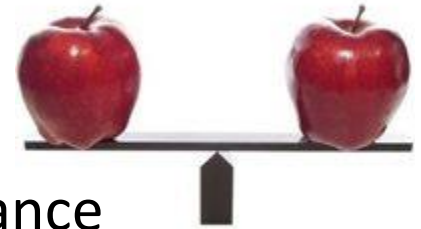
- ✓ poor health,
- ✓ uninsurable,
- ✓ starting late to plan



Completing the Initial Submission

- Risk Tolerance:

- ✓ Describe how you assessed the client's risk tolerance
- ✓ Comment on how you evaluated the clients' risk capacity.
- ✓ If spouses had different risk tolerance, how did you address that in your planning (asset allocation).



Completing the Initial Submission

- **Problems:** most problems have solutions
 - ✓ Describe the type of analysis used to quantify problems
 - ✓ Use specific numbers rather than generalities
 - ✓ Other problems: such as an outdated will
- **Recommendations:** be very specific
 - ✓ Some objectives may need to be modified
 - ✓ Recommend nothing that you can not show them how to do



Completing the Initial Submission

- **Action Plan: What/When/Why/How/Who**
 - ✓ Be specific – stand up & be counted
 - ✓ Cover everything that needs to be done between now & the next review
 - ✓ Document date for next review



Completing the Initial Submission

- **Client Results:** state what results the client should get by following your plan
 - ✓ Be specific
 - ✓ Does not have to be all roses
- **Benefits:** summarize the benefits that the client has experienced by adopting your recommendations
 - ✓ Do not limit to quantifiable financial benefits
 - ✓ Be as concise as possible



Where to Find Out More



REGISTER NOW - ENTRIES ARE CAPPED - DO IT NOW

www.planplus.com/mys/planplusmalaysiafinancialplanningawards

Questions? Email us at malaysiaawards@planplus.com





Malaysian Financial Planner of the Year Award Sponsors

- The founding sponsor



- Jointly promoting the competition are...



- Media sponsors are Money compass and smartinvestor

