

Outstanding Adviser Awards



Recognising our members who help New Zealanders achieve financial wellbeing through providing an outstanding financial advice service and who exhibit professional excellence.

The Judging Criteria

- Demonstration of a client centric approach
- Demonstration of integrity towards the client and within the financial advice service process
- Evidence of the financial advice provided being suitable for the client
- The quality of the strategies used to achieve the client's objectives and needs
- Demonstration of clear, full and appropriate level of written advice for the financial service provided
- Demonstration of how the financial advice has made a positive difference for the client or would make a positive difference if an event happened
- Evidence of ongoing professional development to continually lift capability and show commitment to self improvement
- Consideration of innovations that have been adopted to create a better client experience or outcomes
- Evidence that all conduct obligations are met such as disclosure, FSP registration, member of a Disputes Scheme, holds Professional Indemnity Insurance, has met CPD requirements.

The Judging Process

1. A panel of three judges per financial service (Investment, Financial Planning, Lending, Risk) to review the application form, overview, conduct and compliance checks.
2. Judges review Financial Advice Service evidence provided against the criteria and select a shortlist.
3. Judges conduct Zoom interviews with shortlisted advisers to obtain deeper insight of the adviser.
4. Judges interview at least two third party relationships to qualify ethics, competency and quality of adviser.