



PINNACLE MARK RECOGNITION AWARD

The **Pinnacle Mark Innovation Award** recognises^{cm} the use of the CERTIFIED FINANCIAL PLANNER CERTIFIED LIFE UNDERWRITER^{cm}, and/or Trusted Adviser marks as an effective tool that advocates quality advice.

Judging Criteria

- Must be a member of Financial Advice NZ.
- Proof of the pinnacle mark across communications to its customers and/or community that align to high standards of professionalism, competence, and ethical focus.
- Exhibits advocacy for the mark and continuous professional development.
- Demonstration to continual advancement of education and ethical standards.

Judging Process

1. Applications completed by the individual or nominated by a member.
2. Submission must include how the mark/s have been used, how this has helped you thrive and achieve professional goals, and support audiences understand the association of the mark with quality advice.
3. Three judges will review and select the award winner.