

Malaysian Financial Planner of the Year Award 2016



Calling All Licensed Financial Planners!

The Malaysian Financial Planner of the Year Award (MFPYA) invites all Capital Markets and Services Representative's Licence (CMSRL) holders in the Malaysian financial planning industry to participate in this prestigious industry Award.

Mark your date for January 28, 2016 and check out the website: www.mfpya.com.my to download the information pack to apply.



From now until then, you can start your preparation for the contest by

identifying the plan you would like to submit and get approval from your client.

The MFPYA is organised by the Financial Planning Association of Malaysia (FPAM) in a strategic collaboration with Institute of Banking & Islamic Finance Malaysia (IBFIM), with:

- PlanPlus Global Financial Planning Award, for infrastructure support
- Malaysian Financial Planning Council, as supporting association

Rank	Main Reason for Relying on Financial Professional	Consumers' Financial Priorities	Financial Planning Services of Interest
1	Help simplify & explain financial matters (65%)	Owning own home (71%)	Retirement planning (60%)
2	Come up with long term plan (64%)	Building savings/ emergency fund (68%)	Investment planning (60%)
3	Research the entire market (63%)	Free of major financial debt (66%)	Budgeting/cash flow/ debt management (58%)
4	Help save you money (62%)	Free of common consumer debt (65%)	Insurance services & planning 45%
5	Help establish financial goals (61%)	Being free of unexpected financial emergency (65%)	Complete financial planning roadmap (44%)

- *Money Compass* and Smart Investor for print media support

MFPYA website opens on January 28, 2016 and the registration launch date is February 1, 2016.

This the second year the award is run to honour licensed financial planners who write comprehensive plans for their clients. Malaysia has so many outstanding financial planners in Malaysia, and this is the opportunity to compete locally and showcase their talent.

The above table clearly illustrates the consumers' need for licensed financial planners and the services they offer.

The Inaugural MFPYA in 2015 saw an encouraging 10 entrants, for which the top three scorers were recognised. Being pioneer participants of the competition in 2015, the three are entitled to complimentary entry for the 2016 competition. We encourage those who missed the 2015 competition to sign up for MFPYA 2016.

Competition Details

Details pertaining to the competition can be found at www.mfpya.com.my

Entry Requirement:

1. Open to all CMSRLs (must be licensed for financial planning only)

2. Recognised designations by the regulators (CFP, IFP, ChFC, RFP, Syariah RFP)
3. Membership must be current with their respective membership organisations

Winners' Rewards:

1. It will recognise the top three licensed financial planners in Malaysia
2. Receive cash prizes of RM3,000, RM2,000 and RM1,000 and trophies
3. Guaranteed entry into the PlanPlus Global Financial Planning Awards 2016 competition


Basis for submission of a real client financial plan is that it embodies all aspects of a good licensed financial planner's abilities as follows:

1. Shows the planner's adherence to the six-step financial planning process
2. Demonstrates the planner's soft skills to create the awareness of the importance of financial planning for the client to chart his/her financial road map to live a financially well-organised life
3. Demonstrates the ability of the planner to build trust with his/her client for the engagement of

4. Evidence of the client's belief in the good ethics of the planner, hence the trust through acceptance of the plan, adoption of the recommendations and subsequent implementation of the plan
5. Showcases the ability and skill of the planner to construct the plan and present it to the client
6. Testimony of the planner's knowledge and professional competency

Benefits of Participating:

1. Winners earn the respect and recognition from industry peers and their clients
2. Winners become better prepared to compete at the international level
3. Participants gain marketplace visibility as a result of media exposure
4. Participants establish themselves as experienced and comprehensive financial planners
5. Participants get professional feedback from experienced independent judges

Wishing all participating Licensed Financial Planners the very best in this competition. 

FPAM Secretariat.