



profiles

All our FPI Approved Professional Practice™ firms have one thing in common; which is the express aim to provide professional financial planning to consumers. Their objective ties in well with FPI's vision of *Professional Financial Planning for All*. This vision is made possible when the industry promotes and highlights the importance of professional financial planning, by promoting the CFP® mark among their consumers.

The aim of an FPI Approved Professional Practice™ is to provide professional financial planning for their clients and to assist them in meeting those financial goals. This falls in line with the values FPI has put in place to always:

- put our clients first,
- lead with integrity,
- be fair,
- be objective,
- show professionalism,
- demonstrate competence,
- and portray confidentiality and diligence.

In this edition of *The Financial Planner* another two of the FPI Approved Professional Practice™ firms highlight why professional financial

