

PEER REVIEW CHECKLIST

1. The applicant advertises, or holds itself out, as providing fee-only financial planning.

Review the applicant's client contract/s and all written marketing materials in current use. If applicable, review the applicant's current website, succession plan, disaster recovery plans, and client data security software.

Mandatory Indicators				Required	Score
Contracts specify the scope of the engagement.				1	
Contracts specify the services to be provided.				1	
Contracts specify the compensation.				1	
Contracts specify the responsibilities of both the applicant and the client.				1	
The applicant's contracts or agreements include language pertaining to Fee-Only financial planning.				1	
Optional Indicators				Potential	Score
If the applicant has a website, it <i>must</i> list financial planning as a service offering.				0-1	
If the applicant has written marketing materials or advertising, the applicant's marketing materials <i>must</i> offer financial planning.				0-1	
The applicant has both a succession and disaster recovery plan. 0 = no Plan 1 = Disaster Recovery Plan 2 = Disaster Recovery & Succession Plan				0-2	
The applicant has a plan, process, software that secures client data.				0-1	
<input type="checkbox"/>	<input type="checkbox"/>			Results	5 Required
Adequate	Inadequate				

2. The applicant provides comprehensive/integrated financial planning.

Mandatory Indicators				Required	Score
The applicant has a process for data gathering and determining goals, needs and priorities. The applicant uses a data gathering form or software that facilitates obtaining both hard and soft data for use in the planning process and which facilitates an ongoing planning dialogue with the client.				1	
The applicant licenses or owns financial planning software, or produces its own financial planning templates to support financial planning on an ongoing basis. <i>A variety of tools can be used in financial planning. No judgment is being made on the tools, rather that they are available and utilized.</i>				1	
The applicant has a documented process for discovery, analysis, providing recommendations, implementation and monitoring progress in each of the following areas: goals, cash flow and budgeting, income taxation, insurance, investments, retirement planning, estate planning and any areas of special concern to a client.				1	

Process Checklist

Demonstrate how the applicant collects relevant data, analyzes it and makes recommendations. If the applicant implements recommendations, describe the implementation and monitoring process. The applicant must demonstrate that it offers financial planning services beyond those which require an investment solution. *Score 0-1 point each for documentation of the following processes: Discovery, Analysis, Assumptions and Recommendations.*

	Discovery	Analysis	Recommendation	Assumptions	Required	Score
Cash flow					4	
Income Tax					4	
Insurance					4	
Investments					4	
Retirement					4	
Estate Planning					4	
Special Issues					4	
	<input type="checkbox"/> Adequate	<input type="checkbox"/> Inadequate		Results	31 Required	

3. The applicant supports credentials and continuing education relating to financial planning. Review the applicant's culture and confirm that it supports competence.

Mandatory Indicators				Required	Score
If the application is for an individual they must have their CFP®. If the application is for multiple members of a firm, the multi-member membership must include one NAPFA-Registered Financial Advisor for every four NAPFA Associates in the Firm.				1	
Financial planners are required to meet broad-based continuing education requirements in the following areas: Investments, Taxation, Retirement, Insurance, Communications and Counseling, Estate Planning. A structure exists to enable qualified individuals to meet these requirements.				1	
Optional Indicators				Potential	Score
Financial Planners attend industry conferences that include financial planning topics. Financial Planners attend study groups that have speakers on financial planning topics.				0, 1 or 2	
Multi-Member Firms Only -- The applicant provides opportunities for employees to obtain continuing education credits, compensating them for excellence in exceeding industry or credential specific CE requirements.				0 or 1	
Multi-Member Firms Only -- The applicant recognizes employees providing financial planning services are a key element in most client relationships.				0 or 1	
	<input type="checkbox"/> Adequate	<input type="checkbox"/> Inadequate		Results	2 Required

4. The applicant provides implementation and monitoring services.
NAPFA does not require members to implement recommendations, but each firm should have a process for noting whether clients have or have not implemented recommendations.

Mandatory Indicators	Required	Score
The applicant has a process in place for the implementation of recommendations made to clients. The process is documented and indicated in client records.		
OR		
If the applicant does not implement recommendations, what process is in place to document whether or not clients have accepted recommendations?	1	

Optional Indicators	Potential	Score
If implementation services are offered, the applicant <i>must</i> thoroughly explain:		
The implementation process	0 or 1	
Any conflicts of interest to clients	0 or 1	
The handling of referrals to other professionals	0 or 1	
The sharing of personal information with other professionals	0 or 1	
The responsibilities the applicant has for monitoring results	0 or 1	
Communication of results to the client	0 or 1	

	Implementation (If Provided)	Monitoring (If Provided)	Potential	Score
Cash flow			2	
Income Tax			2	
Insurance			2	
Investments			2	
Retirement			2	
Estate Planning			2	
Special Issues			2	
	<input type="checkbox"/>	<input type="checkbox"/>		
	Adequate	Inadequate	Results	1 Required

Applicant Score Sheet

	Met Mandatory Requirements ?	Optional Indicators Score	Final Score
#1 -- The applicant advertises itself as providing fee-only financial planning.	5	0-5	
#2 -- The applicant provides comprehensive/integrated financial planning and may also offer Implementation and Monitoring.	31	0	
#3 -- The applicant has and supports appropriate credentials.	2	0-4	
#4 -- The applicant provides implementation and monitoring services. (OR tracks acceptance of recommendations).	1 - 15	0-6	
TOTAL SCORE	39 - 53	0 - 15	
Passing if no Implementation is offered	39		
Passing If Implementation is offered	53		