



### Checklist #11 : Promoting the Pension Transfer Gold Standard

The Personal Finance Society has launched a voluntary code of good practice for safeguarded and Defined Benefit pension advice. Any financial advice firm can adopt the Gold Standard regardless of the accrediting body they are affiliated to.

You can learn more about the code by visiting [https://www.thepfs.org/about/inside-the-pfs/the-pension-transfer-gold-standard/?dm\\_i=4W7Z,5114,1X7SFE,HDU2,1](https://www.thepfs.org/about/inside-the-pfs/the-pension-transfer-gold-standard/?dm_i=4W7Z,5114,1X7SFE,HDU2,1) . If you subsequently decide to apply you can do so by visiting <https://www.thepfs.org/about/inside-the-pfs/the-pension-transfer-gold-standard/apply-for-the-pension-transfer-gold-standard/> .

Once accepted you can then use this checklist to promote the code.



#### Add the Gold Standard logo to your website's homepage

Once you've adopted the code you can use the Gold Standard logo. Add it to your website in a prominent position, don't hide it away in your website footer as too many firms still do with their Chartered logo.

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>



#### Add the logo to other relevant pages

If your website has a 'Why us' (or similar) explaining the reasons why a client should work with you, this should be updated with your membership of the code. Furthermore, the logo should also be added to any pages which discuss Defined Benefit/Final Salary advice.

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>



#### Explain more about the code

Create a new page on your website, or add text to a suitable existing page, explaining more about the code: What is it? How does your business comply? Why have you signed up? How will it benefit consumers and clients? Wherever it appears on your website the logo should be linked to this page.

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

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### Promote the 'Consumer Guide to the Gold Standard'

This is the last of the code's nine principles. Include a link to the guide when you explain more about the code. Make sure the guide opens in a separate window, to ensure the website visitor can easily navigate back to your website once they have finished reading the guide.

Done



To do



Not for us



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### Update your stationery

Add the Gold Standard logo to your business card, letterhead etc.

Done



To do



Not for us



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### Don't forget your email footers

Your email footer is seen by countless people every day, including existing and potential clients. Add the Gold Standard logo and link it to the page on your website explaining how the code works.

Done



To do



Not for us



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### Update your social media profiles

Add the logo and an explanation about the code to your social media profiles. If possible, include a link to the explanation you wrote in recommendation three.

Done



To do



Not for us



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### Update your directory profiles

For many firms, AdviserBook, Unbiased and VouchedFor are important sources of new business. If your profiles note that you give advice on Defined Benefit schemes update the text to explain that you have signed up to the code, what it is and how it benefits consumers.

You can also get creative with the images used on the directories to incorporate the Gold Standard logo. Feel free to get in touch if you need help with this.

Done



To do



Not for us



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### Write and promote a blog on the topic

Once you receive confirmation that you've successfully adopted the code write a blog or news article explaining more. Including, why you are happy to have adopted the code, why you support it, what it means for consumers and how it will help to improve outcomes.

Add the piece to your website then send it to clients, prospects and professional connections via your newsletter and promote it on social media.

Done



To do



Not for us



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### Record a video

Consider turning the blog into a short script and record a video, either professionally or using your mobile phone.

The short film could then be added to your website, promoted on your social media channels and sent to potential clients after they've got in touch (see 12, below).

Done



To do



Not for us



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### Update your guides

If you produce a guide to Defined Benefit / Final Salary pensions as many firms who are active in this market do, add the logo in a prominent position along with an explanation of the key points.

Done



To do



Not for us



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### Tell potential clients

When a potential client initially makes contact they will probably explain that they want to discuss their Defined Benefit or Final Salary pension. In your pre-meeting correspondence it'll do no harm to explain to them you have signed up to the code.

You could do this by pointing them to the page on your website you created in by following our third recommendations. Alternatively, you could create a document explaining the code, why and how you adhere to it, and how it benefits them. This is another good opportunity to promote the 'Consumer Guide to the Gold Standard' published by the PFS.

Done



To do



Not for us



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### Write a press release

Pension transfers are regularly in the news, all too often for the wrong reasons.

Consider writing a press release to send to local publications promoting the code and the fact you've voluntarily signed up.

Done



To do



Not for us



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### Communicate internally

As this is a new code it's unlikely many of your staff will know the details. It's vital you train them on the key points so they can answer confidently if they are asked about it. Make sure your team can explain what the code is, why you've signed up, what you had to do to be accepted and how it benefits consumers. From potential clients to mystery shoppers, you never know who might ask!

Done



To do



Not for us



### We hope you found this useful

If you sign up to the code why wouldn't you want to promote it effectively? If you would like our assistance or have any questions, please don't hesitate to get in touch.

Our digital, design and content team will be only too happy to help. They can be reached on **0115 8965 300** or by emailing [info@theyardstickagency.co.uk](mailto:info@theyardstickagency.co.uk)

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