

About Specialist Certificate in Financial Planning (HNWI and Family-Owned Businesses)™ Certification

The Specialist Certificate in Financial Planning (HNWI and Family-Owned Businesses)™ Certification (SCFP-HNWFoB) is a structured professional development certification programme comprising seven advanced modules to address the needs of customers in the High Net Worth and Family-owned Businesses segment.

This program is designed to equip learners with application-focused knowledge and competencies in customer acquisition strategies and engagement, ethical conduct, financial planning, bespoke product structuring and strategies, and wealth management mastery specializing in HNWIs and Family-owned Businesses advisory.

To obtain the Specialist Certificate in Financial Planning (HNWI and Family-Owned Businesses)™ Certification, learners must complete **five core modules** and **one of two elective modules**. Each module is a stand-alone module addressing a specific focus in HNWI and Family-Owned Business planning.

Upon completion of the required modules, learners will be awarded the Specialist Certificate in Financial Planning (HNWI and Family-Owned Businesses)™ Certification and the IBF-Advanced (Level II) Certification.

	Module	Specialist Certificate in Financial Planning (HNWI and Family-Owned Businesses)
Core Modules	Module 1	Segmentation & Targeting for Effective Positioning & Propositions
	Module 2	Strategies for Advising High-Net-Worth Individuals
	Module 3	Products Propositions and Structures for Wealthy Individuals
	Module 4	Financial Planning for SME Businesses
	Module 5	Customer Onboarding & Ethical Culture in Financial Advisory (E-learning)
Elective	Module 6A	Financial Planning for Gig Economy Workers in Singapore
	Module 6B	Retirement Planning for High-Net-Worth Individuals and Business Owners

Summary of Programme

TPG Course Reference No.	Module	Specialist Certificate in Financial Planning (HNWI and Family-Owned Businesses)	TSCs Covered	Course Duration	CPD Hours Per Course
TGS-2025052815	1	Segmentation & Targeting for Effective Positioning & Propositions	1) Customer Acquisition Management 2) Account Management	2 Days; 14 hours	14 Non-core Supplementary
TGS-2025052473	2	Strategies for Advising High-Net-Worth Individuals	Client Investment Suitability	1 Day; 7.5 hours	7 Non-core Supplementary
TGS-2025053419	3	Products Propositions and Structures for Wealthy Individuals	Product Advisory	2 Days; 14 hours	14 Non-core Supplementary
TGS-2025052232	4	Financial Planning for SME Businesses	Financial Analysis	2 Days; 14 hours	14 Non-core Supplementary
TGS-2025058974	5	Customer Onboarding & Ethical Culture in Financial Advisory (E-learning)	1) Ethical Culture 2) Customer Acceptance Checking and Onboarding	6 hours Asynchronous E-learning	6 Core FAA-FACPD
TGS-2024052176	6A	Financial Planning for Gig Economy Workers in Singapore	Personal Finance Advisory - Elective (Choose 1)	2 Days; 14 hours	14 Non-core Supplementary
TGS-2025052345	6B	Retirement Planning for High-Net-Worth Individuals and Business Owners			14 Non-core Supplementary
Total Hours				69.5	

Summary of Programme Structure (Core Modules)

Module 1: Segmentation & Targeting for Effective Positioning & Propositions

Focus: Client acquisition frameworks and strategies for HNWI and Family-owned businesses, creating personal brand and value positioning and propositions.

Key Outcomes:

- Develop your personal brand identity to attract HNWI and Family-owned business segment
- Effectively segmentize the market and develop differentiated propositions to manage customer relationships to improve acquisition and cross-sell ratios

Module 2: Strategies for Advising High-Net-Worth Individuals

Focus: HNWI and Family-owned business client acquisition strategies and frameworks, relevant products set and client suitability for propositions comprising multi-generational succession planning and business continuity, philanthropy and cross-border wealth issues.

Key Outcomes:

- Understand the psychology and priorities of HNWIs and Family-owned businesses and their key concerns and decision-making factors
- Crafting personalized financial plans, exploring investment, estate planning, and risk management options for the targeted client segment
- Building trust and rapport through meaningful interactions and handle complex conversations with confidence and professionalism to position yourself as a trusted family advisor for HNWIs and Family-owned businesses

Module 3: Product Propositions and Structures for Wealthy Individuals

Focus: Examine advanced products strategies and features to create bespoke insurance and investment products structures to meet the financial objectives of HNWIs and Family-owned business clients.

Key Outcomes:

- Evaluate and structure investment products to meet sophisticated client goals
- Compare local vs. offshore offerings and align with client suitability
- Products discussed: structured products, Universal Life (UL/VUL/IUL), Private Placement Life Insurance (PPLI), ILPs, External Asst Management and pseudo-structures addressing various challenges faced by wealthy clients

Module 4: Financial Planning for SME Businesses

Focus: Operational risk management, creditor and debtor protection, business continuity planning, employee benefits and talent retention planning, succession planning and successor protection, exit planning for (family-owned) businesses.

Key Outcomes:

- Understand corporate accounting principles
- Apply frameworks for financial analysis to facilitate needs quantification and products recommendations
- Implement effective strategies to meet business and owner's financial objectives
- Develop and structure propositions for SMEs and Family-owned businesses
- Structure bespoke insurance and investment propositions with personal wealth planning for SMEs and Family-owned businesses

Module 5: Customer Onboarding & Ethical Culture in Financial Advisory (E-learning)

Focus: HNWIs and Family-owned businesses customer onboarding processes, compliance and AML safeguards, ethical code and professional conduct, building a culture of ethics, trust and professionalism

Key Outcomes:

- Apply MAS requirements for customer onboarding and AML/CFT controls
- Apply ethical principles, financial markets code of conduct, and market practices into financial planning practices
- Foster ethical decision-making and organisational culture

Summary of Programme Structure (Elective Modules)

Module 6A: Financial Planning for Gig Economy Workers in Singapore

Focus: Financial planning strategies for gig economy workers, self-employed individuals and professionals.

Key Outcomes:

- Address challenges of income and savings irregularities facing clients in the gig economy
- Structure product solutions suited to variable income streams, including how to build financial and retirement security and fund future retirement exit
- Guide gig workers towards long-term financial security despite a lack of CPF contribution, irregular income and exposure to market uncertainties

Module 6B: Retirement Planning for High-Net-Worth Individuals and Business Owners

Focus: Retirement as a form of anticipated exit for members of Family-owned businesses and HNWIs. Accumulation and decumulation planning, integration of succession and retirement planning, apply tax-efficient retirement structures

Key Outcomes:

- Structure retirement planning portfolios that integrate exit strategies and succession planning
- Apply trust, insurance, and investment solutions to ensure income continuity
- Address multi-jurisdictional retirement and estate considerations for HNWIs

Course Fees (Before Funding and GST)

Module	Specialist Certificate in Financial Planning (HNWI and Family-Owned Businesses)	Course Fees
1	Segmentation & Targeting for Effective Positioning & Propositions	\$2,000
2	Strategies for Advising High-Net-Worth Individuals	\$1,500
3	Products Propositions and Structures for Wealthy Individuals	\$2,000
4	Financial Planning for SME Businesses	\$2,000
5	Customer Onboarding & Ethical Culture in Financial Advisory (E-learning)	\$500
6A	Financial Planning for Gig Economy Workers in Singapore	\$2,000
6B	Retirement Planning for High-Net-Worth Individuals and Business Owners	\$2,000

The Value and Benefits of This Certification

By obtaining the Specialist Certificate in Financial Planning (HNWI and Family-Owned Businesses)™, you will demonstrate holistic financial planning knowledge, skills and competencies to confidently engage and relate to HNWIs and members of Family-owned businesses with the ability to structure bespoke solutions to address their financial objectives and challenges.

The IBF Advanced Certification (Level II) that you will be awarded with the completion of this Program is also evident about your commitment to professionalism and that you have met the rigorous competency, ethics and professional practice standards to consult for them in a holistic and comprehensive manner.

Who Should Enrol?

This Program is suitable for licensed representatives working as Financial Planners, Insurance Agents and Bancassurance Specialists seeking highly rewarding career opportunities in the HNWIs and Family-Owned Business segment. Learners will differentiate themselves amongst competitors as a specialist certified professional in the Financial Services industry. Existing practitioners looking to advance their career opportunities will find the Program a significant boost to their career breakthrough.

Why Study with Financial Perspectives?

- Experienced team of lecturers comprising industry veterans and leaders
- Time-tested learning techniques comprising case studies, peer discussion and exchanges, reverse classroom techniques and most importantly, tap into the vast practice experience of our lecturers
- Supplementary reading materials to support reverse classroom and offline learning capability
- Updated content and reference materials accessible via our online Learning Management System (LMS) for every module without expiration
- Personal mentoring and coaching with lecturers through direct WhatsApp chats
- Alumnus meeting and networking sessions

Learning Venue

The Customer Onboarding & Ethical Culture in Financial Advisory (E-learning) is conducted via Asynchronous online E-learning manner at your own time.

For all other modules in this Program, learning is conducted in-person at our designated learning venue, with study materials in our Learning Management System (LMS).

You will need a laptop or tablet device for the online assessment conducted at the end of every module.

Program Outline by Modules

This Program adopts a customer-centric, problem-solving approach using real-life case studies. The full Program comprises of 7 modules (5 Core and 2 Elective modules) with different emphasis dedicated to HNWIs and Family-Owned Business. Learners do not need to take them sequentially; they can decide their learning pathway in any order.

This Program comprises of the following CORE modules which must be completed in order to obtain the Specialist Certificate in Financial Planning (HNWI and Family-Owned Businesses)™:

Module 1: Segmentation & Targeting for Effective Positioning & Propositions

This module provides learners with a comprehensive understanding and action plan to develop personal branding, and effectively segmentize and target potential customers in the HNWI and Family-owned Business segment. With a blend of theory, practical frameworks, and real-world applications, this module ensures learners can strategically attract and manage customer relationships to achieve sustainable business growth.

Learning Objectives:

- Create targeted strategies for customer acquisition and account management
- Analyze client behavior and financial needs to identify actionable segments
- Understand the principles of market segmentation and target to attract clients in the HNWI and Family-owned Business segment
- Design value propositions and action plan to attract target customer segments
- Design an effective personal brand and targeted customer acquisition strategies
- End of module activity: Develop your personalized customer acquisition plan and customer acquisition strategies with a specific focus on the HNWI and Family-owned Business segments

Area of Competencies and Total Training Hours:

This module addresses the following Technical Skills and Competencies (TSCs) and Proficiency Level:

- Customer Acquisition Management (Proficiency Level 4)
- Account Management (Proficiency Level 4)

This module comprises a total of 14 hours (including a 2-hour online Multiple-Choice Question (MCQ) Assessment). Upon completion of this module, you will be awarded a **Certificate of Completion and 14 Supplementary (Non-Core) CPD Hours**.

Module 2: Strategies for Advising High-Net-Worth Individuals

In today's competitive financial planning industry, building and maintaining relationships with HNWIs and Family-owned Businesses is both an art and a science. This module equips learners with the tools, insights, and strategies necessary to attract, engage, and advise affluent clients effectively. From understanding their unique needs to tailoring communication and service delivery, learners will complete this module ready to take their practice to the next level.

Learning Objectives:

- Design client acquisition strategies to specifically target potential HNWIs and Family-owned Businesses clients
- Building trust and rapport through meaningful interactions and handle complex conversations with confidence and professionalism to position yourself as a trusted family advisor for HNWIs and Family-owned Business families
- Master the breadth and depth of product sets in the industry and create propositions to address complex needs in the target segment
- Understand the risk(s) of different product structures and structure effective solutions that meet client's product suitability and the product provider's risk appetite threshold in addressing cross-border wealth issues, philanthropy, multi-generational succession planning and business continuity objectives

Area of Competencies and Total Training Hours:

This module addresses the following Technical Skills and Competencies (TSCs) and Proficiency Level:

- Client Investment Suitability (Proficiency Level 4)

This module comprises a total of 7.5 hours (including a 0.5-hour online Multiple-Choice Question (MCQ) Assessment). Upon completion of this program, you will be awarded a **Certificate of Completion and 7.5 Supplementary (Non-Core) CPD Hours.**

Module 3: Products Propositions and Structures for Wealthy Individuals

This module is designed for learners who advise HNWIs and Family-owned businesses with an in-depth understanding of wealth management strategies and product structuring of bespoke financial solutions that addresses the unique needs of these clients. Learners will gain advanced knowledge on investment products solutions and strategies, estate planning, and tax-efficient wealth structuring to better serve clients in this segment. The module combines theoretical foundations with practical applications, case studies, and hands-on exercises to ensure a holistic learning experience.

Learning Objectives:

- Understand the challenges faced by HNWIs and Family-owned businesses
- Understand the various considerations in structuring end-to-end product solutions and apply regulatory and tax considerations in solutions structuring
- Understand the range of product metrics and limitations of products structuring and customization of solutions
- Evaluate outcomes of customization using proof-of-concept modelling
- Conduct competitive analysis using information obtained through various electronic platforms and information sources
- Facilitate setting up of product structures, including trusts, buy-sell agreement and alternative investments
- Application focus: Examine bespoke wealth management structures used by HNWIs and Family-Owned Businesses comprising
 - Universal Life (UL/VUL/IUL) and Private Placement Life Insurance (PPLI)
 - Trust Applications and Private Trust Company
 - Structured products, ILPs and External Asset Management (EAM)

Area of Competencies and Total Training Hours:

This module addresses the following Technical Skills and Competencies (TSCs) and Proficiency Level: Product Advisory (Proficiency Level 4)

This module comprises a total of 14 hours (including a 0.5-hour online Multiple-Choice Question (MCQ) Assessment). Upon completion of this program, you will be awarded a **Certificate of Completion and 14 Supplementary (Non-Core) CPD Hours.**

Module 4: Financial Planning for SME Businesses

SMEs and Family-owned businesses are the backbone of Singapore's economy, contributing significantly to the nation's GDP and employment. However, SME business owners face unique financial challenges that require specialized financial planning strategies. This module is designed to equip learners with the skills and knowledge to effectively identify and address these challenges and provide bespoke financial solutions for SME clients.

Learning Objectives:

- Understand corporate accounting principles
- Assess financial position of a business using financial ratios and frameworks
- Analyze SME financial statements to identify strengths, weaknesses, opportunities and threat (SWOT Analysis)
- Apply financial analysis frameworks to facilitate needs quantification and products recommendations
- Articulate strategies for SMEs to manage risk exposures and strengthen their competitive advantage in their business environment
- Case studies and applications using insurance and investment products
 - Operational risk, creditor and debtor protection, business continuity and keyman structures, employee benefits and talent retention planning, succession planning and successor protection, exit planning for (family-owned) businesses using different exit structures

Area of Competencies and Total Training Hours:

This module addresses the following Technical Skills and Competencies (TSCs) and Proficiency Level: Personal Finance Advisory (Proficiency Level 4)

This module comprises a total of 14 hours (including a 0.5-hour online Multiple-Choice Question (MCQ) Assessment). Upon completion of this program, you will be awarded a **Certificate of Completion and 14 Supplementary (Non-Core) CPD Hours**.

Module 5: Customer Onboarding & Ethical Culture in Financial Advisory (E-Learning)

The financial advisory profession demands more than technical knowledge; it requires unwavering ethical practices and leadership. This module transforms compliance obligations into competitive advantage, giving learners a framework to excel where regulations and ethics meet everyday practice.

Upon completion of this module, learners will be able to lead professional practice with integrity, incorporate ethical risk controls into every stage of the client-advisor journey, and confidently demonstrate to clients, regulators, and employers that you are the trusted professional of choice.

Learning Objectives:

- Understand and apply KYC/CDD/AML regulations relating to their job role
- Apply fraud and AML detection procedures
- Be kept abreast on trends about mitigation of CFT and Proliferation Financing scenarios
- Appreciate Financial Services Industry CFT and Proliferation Financing best practices
- Articulate and appreciate relevant ethics pronouncements
- Discuss and articulate relevant codes of professional conduct and ethics
- Appreciate the role of self and team in providing information about the social and environmental performance of an organization
- Apply into practice the relevant ethical principles, financial markets code of conduct, and market practices

Area of Competencies and Total Training Hours:

This module addresses the following Technical Skills and Competencies (TSCs) and Proficiency Level:

- Customer Acceptance Checking and Onboarding (Proficiency Level 4)
- Ethical Culture (Proficiency Level 4)

6 hours (including a 1-hour online Multiple-Choice Question (MCQ) Assessment). Upon completion of this program, you will be awarded a **Certificate of Completion** and **6 Supplementary Core FAA-FACPD Hours**.

This Program comprises of the following ELECTIVE modules. Learners must complete any one of the two modules to obtain the Specialist Certificate in Financial Planning (HNWI and Family-Owned Businesses)™:

Module 6A: Financial Planning for Gig Economy Workers in Singapore

The gig economy is an ecosystem comprising many potential client segments by income. Gig workers may be low-income platform workers, middle-income tradesmen such as artists, freelance performers, as well as high-income freelance consultants and professionals.

This module is designed to equip learners with the knowledge and competencies required to navigate the complexities of financial planning for gig economy workers in the current environment. Through in-depth analysis, practical case studies, and interactive workshops, learners will gain a thorough understanding of how to advise different segments of gig workers on managing irregular income, optimizing social security benefits, addressing insurance needs, understanding taxation obligations, and planning for retirement.

By the end of the module, learners will have the confidence to provide informed, ethical, and tailored advice to your clients who are part of this growing workforce segment.

Learning Objectives:

- Comprehend the gig-economy landscape in Singapore
- Understand relevant financial planning methodologies and estate planning approaches to consult for gig economy workers
- Collect and analyze financial documents to develop strategies to address irregular income, volatile business environment and integrate government support schemes and supplementary savings options
- Implement holistic financial plan for clients in different segments ranging from low-income platform workers to high-income consultants and professionals
- Implement investment planning strategies to meet client's financial objectives
- Manage customer relationships to build credibility and trust, and manage and resolve issues and disputes effectively

Area of Competencies and Total Training Hours:

This module addresses the following Technical Skills and Competencies (TSCs) and Proficiency Level: Personal Finance Advisory (Proficiency Level 4)

14 hours (including a 1-hour online Multiple-Choice Question (MCQ) Assessment). Upon completion of this program, you will be awarded a **Certificate of Completion** and **14 Supplementary (Non-Core) CPD Hours**

Module 6B: Retirement Planning for High-Net-Worth Individuals and Business Owners

This elective module is a rigorous, industry-focused program designed to equip learners with advanced knowledge and competencies to address retirement challenges of HNWIs and Family-owned businesses. This module incorporates practical application, ensuring leaners confidently discuss and deliver exceptional advisory services and bespoke financial solutions to clients in this segment.

Learning Objectives:

- Apply business ownership and retirement planning processes to develop holistic retirement plans tailored to needs of HNWIs and Family-owned business owners
- Confidently articulate the retirement planning process to strengthen credibility and build stronger customer relationships
- Navigate Singapore's legal framework for estate planning and develop a holistic approach to address estate planning concerns in retirement planning
- Conduct document analysis to facilitate personal financial analysis and identify potential cash flow and estate planning gaps
- Understand financial products criteria and apply relevant product structures to address client's retirement objectives
- Apply relevant investment planning methodologies to construct accumulation and decumulation portfolios to support retirement planning
- Establish and maintain long-term client relationships through effective communication and issues resolution practices

Area of Competencies and Total Training Hours:

This module addresses the following Technical Skills and Competencies (TSCs) and Proficiency Level: Personal Finance Advisory (Proficiency Level 4)

14 hours (including a 1-hour online Multiple-Choice Question (MCQ) Assessment). Upon completion of this program, you will be awarded a **Certificate of Completion** and **14 Supplementary (Non-Core) CPD Hours**.

Enrolment and Certification Criteria

Applicants who wish to apply for any of the modules within this Program must have EITHER GCE 'A' Level Certificate (i.e. 2 'A's and 2 'O's), or Diploma, and

Applicants who wish to apply for the Specialist Certificate in Financial Planning (HNWI and Family-Owned Businesses)™ Certification and IBF ADVANCED (Level II) Certification must meet the following criteria:

- Minimum 3 years of relevant working experience

Who Should Attend:

This Program is for licensed representatives working as Financial Planners, Insurance Agents and Bancassurance Specialists involved in financial advisory work.

Program Schedule and Registration:

For program schedules and registration details, please contact us at enquiries@fp-edu.com.

About IBF Certification:

Participants are encouraged to access the IBF MySkills Portfolio (<https://www.ibf.org.sg/home/for-individuals/resource-tools/myskills-portfolio>) to track their training progress and skills acquisition against the Skills Framework for Financial Services. You can apply for IBF Certification after fulfilling the required number of Technical Skills and Competencies (TSCs) for the selected job role.

Find out more about IBF certification and the application process on <https://www.ibf.org.sg/home/for-individuals/ibf-certification/why-be-ibf-certified>

About IBF Certification for courses eligible for IBF Advanced (Level 2/3) *applicable for completion of training and assessment for all the 6 modules

Participants who successfully complete this course with at least 3 years of relevant financial services industry experience and fulfil the required number of Technical Skills and Competencies (TSCs) for the selected job role can apply to be conferred the IBF Advanced (Level 2/3) certification status.

Find out more about IBF certification and the application process on <https://www.ibf.org.sg/home/for-individuals/ibf-certification/why-be-ibf-certified>

Funding:

This Program has been accredited under the Skills Framework for Financial Services and is eligible for funding under the IBF Standards Training Scheme (IBF-STS), subject to all eligibility criteria being met.

Participants are advised to assess the suitability of the course and its relevance to his/her business activities or job roles.

The IBF-STS is available to eligible entities and individuals based on the prevalent funding eligibility, quantum and caps. IBF-STS provides up to 70% course fee subsidy support for direct training costs subject to a cap of S\$3,000 per candidate per course subject to all eligibility criteria being met. Find out more on www.ibf.org.sg.