



Professional Adviser

BEST FINANCIAL ADVISERS TO WORK FOR 2027

**Registration deadline:
19 September 2025**

What is this?

Best Financial Advisers to Work For is a survey and awards programme that honours employers in the financial advice sector that are making their workplaces great. This is a project of *Professional Adviser* in partnership with Workforce Research Group.

What's the process like?

A two-part survey is conducted to get a thorough assessment of each employer.

- Part 1 consists of an Employer Assessment where we capture details about policies and practices.
- Part 2 consists of the Employee Feedback Survey where we capture employees' opinions about their workplace experience. Employee surveys are conducted online.

Both the employer and employee data sets are combined to determine the best workplaces.

Who is eligible?

Organisations must meet the following criteria:

- Be publicly or privately held
- Have a physical operation in the UK
- Have at least 10 full- or part-time employees working in/ reporting into the UK
- Have been in business for at least one year at the registration deadline
- Work in the Financial Advice sector (including Paraplanning), or the wider Financial Services community (Wealth Manager, Discretionary Fund Management) ***more details available online*

Are reports available for purchase?

All collected employee feedback will be presented in an online interactive reporting tool called the Employee Feedback Data Dashboard. The dashboard will allow each employer to view data by graphs, charts and tables. Plus, standard downloadable reports containing responses by demographic, employee comments and benchmarks are also available. This data is available for purchase for as little as £650 and discounts are available if pre-purchased.

Recognition:

Employers will find out if they have made the list soon after the surveys are completed. Those who make the best list will be honoured in a special publication produced by *Professional Adviser* in April 2026. The identities of organisations not making the list will be kept confidential.

What does it cost?

The online employee survey process is Free. See chart for Employee Feedback Data Dashboard Report Prices:

No of Employees	No of Empl Surveyed	Pre-Survey Discount*	Regular Pricing*
10 - 24	All	£650	£765
25 - 99	All	£675	£795
100 - 199	All	£775	£915
200 - 499	Up to 300**	£825	£975
500 - 999	400**	£895	£1055
1000+	500**	£935	£1100

**fees are non refundable. Discount if ordered by 18 Sept '26.*

***employees are randomly selected*

To register visit: **www.BestAdviserstoWorkFor.co.uk**

For answers to any questions, please email answers@workforcerg.com.