

## Leaders Conference Awards Descriptions

### **PFG Distinguished Customer Service**

- To the PFG associate demonstrating a personal commitment to their clients. This associate continues to go out of their way offering a unique attentiveness to his/her clients.

### **PFG Superior Staff Award**

- This staff assistant is recognized for building strong relationships with clients and co-workers through their exceptional customer service. This assistant was chosen for their thoroughness, compassion, efficiency and professionalism.

### **PFG Wealth Manager of the Year**

- PFG associate who truly values comprehensive financial and wealth planning services to their clients.

### **PFG Associate of the Year**

- PFG “Leader” of the year, based on the PFG Tally point system, and in “good standing” with the organization.

### **PFG Lifetime Achievement Award**

- A “one time only award” - For the associate who not only has expressed loyalty to PFG, but to ethics, community service, and philanthropic efforts. This associate is “leaving this world a little better than when they came in!”

### **Vicus Capital Asset Growth Award**

- This award is given to the Vicus Capital associate who has demonstrated a consistent and significant growth of new assets at Vicus Capital for the calendar year. In addition, this associate has made a personal commitment to developing a partnership with Vicus in accelerating the AUM growth in their practice.

### **Vicus Capital Summit Award**

- For the associate who attains \$10M in new AUM within one calendar year.

### **Vicus Capital Operational Excellence Award**

- For the associate’s office that submits 500+ work items to Advisory Operations in one calendar year and attains a 95% accuracy rate or higher.