

IT'S GOTTA BE A **CFP**[®]

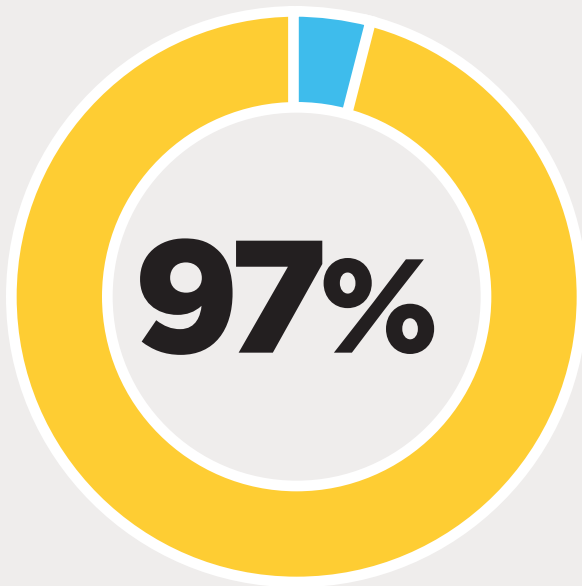


**WHAT IS A CFP[®]
PROFESSIONAL**

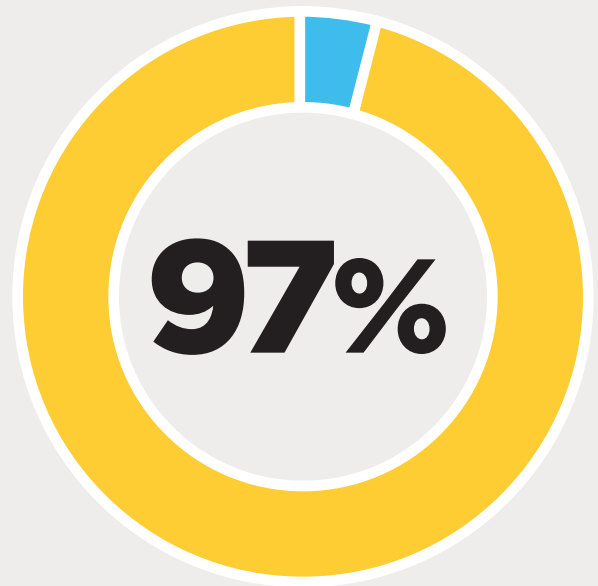
WHAT IS A CFP® PROFESSIONAL?

Most people think all financial planners are “certified,” but this isn’t true. Just about anyone can use the title “financial planner.”

| FINANCIAL PLANNER WITHOUT CFP® CERTIFICATION | CFP® PROFESSIONAL |
|---|--|
| Not required to meet any set professional standards. | ✔ Meets requirements established by CFP Board. |
| May not be required to put your best interests first. | ✔ Makes a commitment to CFP Board, as part of their certification, to act in your best interest. |
| Level of financial planning knowledge varies. | ✔ Has demonstrated the knowledge required to deliver holistic financial planning. |
| Years of experience varies. | ✔ Must have a minimum of two years of financial planning experience. |



97% of consumers who work with a CFP® professional trust their personal financial services professional.¹



97% of consumers who work with a CFP® professional say their advisor consistently offers high-quality financial advice.¹

¹ Heart + Mind Strategies 2023 Brand Tracking Consumer Survey

CFP® CERTIFICATION REQUIREMENTS

In order to call themselves a CERTIFIED FINANCIAL PLANNER® professional, these advisors must meet rigorous education, examination and experience requirements and commit to high ethical and professional standards.

Education

Examination

Experience

Ethics



EDUCATION

CFP® professionals are required to complete education covering all of the major personal financial planning areas, including investment planning, tax planning, retirement savings and income planning, and estate planning.

Since 2012, we have required new CFP® professionals to have a bachelor's degree or higher in any discipline.

EXPERIENCE

CFP® professionals have at least two years of real-life experience providing financial planning services. As a result, CFP® professionals possess practical experience in addition to financial planning knowledge.

EXAMINATION

CFP® professionals must pass the comprehensive CFP® exam, which tests their ability to apply financial planning knowledge to real-life situations so that they are highly qualified to help you plan for your financial future.

ETHICS

As a final step to certification, individuals must satisfy CFP Board's Fitness Standards and commit to abide by CFP Board's *Code of Ethics and Standards of Conduct*.

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THE FIDUCIARY STANDARD

All CFP® professionals commit to CFP Board to act as a fiduciary, and therefore act in their client's best interests at all times when providing financial advice.

This means your CFP® professional has made a commitment to CFP Board to:

- 1** Place your interests above their own interests, or the interests of their firm.
- 2** Disclose conflicts of interest to you, obtaining your informed consent and properly managing the conflict.
- 3** Continue to put your interests first, even when acting under a conflict of interest.
- 4** Comply with the terms of the client engagement and follow your directions, so long as they are reasonable and lawful.
- 5** Act with care, skill, prudence and diligence based on your goals, risk tolerance, objective, financial status and personal circumstances.

When you choose your financial planner, be sure to ask for — and get — a written engagement that requires them to have a fiduciary obligation to you.

CFP Board may sanction a CFP® professional who does not abide by their commitment to CFP Board, which could include a public censure, suspension, or the permanent revocation of CFP® certification. CFP Board is a professional body, not a regulator, and doesn't guarantee a CFP® professional's services.

The information in this brochure is provided as a public service by Certified Financial Planner Board of Standards, Inc., a nonprofit professional organization that fosters professional standards in personal financial planning so that the public values, has access to, and benefits from competent and ethical financial planning.

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CFP BOARD

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