

TOP TEN REASONS TO PURSUE YOUR CFP® CERTIFICATION

www.schweser.com/cfp

- 1 75% of CFP® professionals say that their CFP® certification has been a major catalyst for their success.¹
- 2 89% of CFP® professionals are satisfied with their careers.¹
- 3 Consumers who use a CFP® professional report much higher satisfaction and are more likely to recommend their advisor to a friend.²
- 4 71% of respondents first learned about their financial professional through a recommendation by a family member, friend, or coworker.³
- 5 74% of consumers who have used a financial planner are aware of the CFP® certification marks.²
- 6 CFP Board is the only one of more than 100 financial planning standard groups that enforces its code of ethics.⁴
- 7 Studies have shown that the average annual increase in first-year earnings following CFP® certification is 31%.⁵
- 8 On average, financial planners with four years of experience as a CFP® professional consistently earn in excess of \$200,000 per year.⁶
- 9 On average, financial planners with 15 or more years of experience as a CFP® professional consistently earn in excess of \$400,000 per year.⁶
- 10 Financial planning is projected to be one of the fastest-growing occupations. The Bureau of Labor and Statistics predicts overall employment of financial advisers to increase by 30% from 2008 to 2018.



Questions?
Call a Designation Specialist
(866) 963-8329

¹ CFP Board 2008 Certificant Survey

² Certified Financial Planner Board of Standards' 2004 General Market Consumer Survey

³ 2009 National Consumer Survey on Personal Finance

⁴ Investment News, March 10, 2010

⁵ College for Financial Planning 2008-2009 Survey of Trends in the Financial Planning Industry

⁶ College for Financial Planning 2007 Survey of Trends in the Financial Planning Industry

The Certified Financial Planner Board of Standards, Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™, and federally registered CFP (with flame logo) in the U.S., which it awards to individuals who successfully complete initial and ongoing certification requirements.

Kaplan University does not certify individuals to use the CFP®, CERTIFIED FINANCIAL PLANNER™, and CFP (with flame logo) certification marks.

CFP® certification is granted only by Certified Financial Planner Board of Standards, Inc. to those persons who, in addition to completing an educational requirement such as this CFP Board-Registered Program, have met its ethics, experience, and examination requirements.