



2012 CFP® EXAMS

KAPLAN
SCHWESER

HELPING MORE THAN 20,000 INDIVIDUALS PREPARE FOR THE CFP® EXAM

▶ SEE WHAT'S INSIDE

WHY PURSUE

PROGRAM PATH ▶

EDUCATION ▶

LIVE REVIEW ▶

WHY KAPLAN ▶

TESTIMONIALS ▶

“I passed the CFP® exam the first time around! ‘Test world’ and ‘real world’ are two different places, and Kaplan’s program prepared me exceptionally well for both.”

**– Sheena Hanson, CFP®
Kaplan CFP® Certification Graduate**

**QUESTIONS? NEED
HELP ORDERING?**

CALL 866.963.8329

WHY PURSUE CFP® CERTIFICATION?

In the turmoil of today's economy, clients demand professionals with advanced designations to help them protect their assets and rebuild their investments. One of the best ways to accelerate your career is by earning the prestigious CFP® mark.



Financial professionals already know the benefits of earning the CERTIFIED FINANCIAL PLANNER™ mark. Increased earnings, higher client satisfaction, more referrals, and more desirable clients are just some of the ways CFP® certification can enhance your career.

- 75% of CFP® professionals say that their CFP® certification has been a major catalyst for their success.¹
- Consumers who use a CFP® professional are more likely to recommend their advisor to a friend.²
- Studies have shown that the average annual increase in first-year earnings following CFP® certification is 31%.³

¹ CFP Board 2011 CFP® Professionals Survey

² 2009 National Consumer Survey on Personal Finance

³ College for Financial Planning 2008-2009 Survey of Trends in the Financial Planning Industry

Certified Financial Planner Board of Standards, Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™, and federally registered CFP (with flame design) 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 design) 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. Kaplan Schweser and Kaplan University are review course providers for the CFP® Certification Examination administered by Certified Financial Planner Board of Standards, Inc. CFP Board does not endorse any review course or receive financial remuneration from review course providers.



WHY PURSUE

PROGRAM PATH ▶

EDUCATION ▶

LIVE REVIEW ▶

WHY KAPLAN ▶

TESTIMONIALS ▶

PROGRAM PATH

Preparing for the CFP® exam is a journey divided into two phases:

1. REQUIRED EDUCATION

Complete our accelerated CFP Board-registered program.

2. EXAM PREP

Our Live Review course is an intensive overview of the topics you studied in your required education.

SHORTCUT AVAILABLE

If you hold a CFA®, CLU®, or ChFC® designation, or are a licensed CPA, you are automatically eligible to apply to take the CFP® exam with “Challenge” status, provided you complete the new Financial Plan Development Course. However, if you’re a Challenge candidate who hasn’t been immersed in CFP® exam prep, real-life knowledge may not be enough to get you through the exam. Be sure you’re fully prepared by taking our Live Review course.

ORDER TODAY!

www.schweser.com/cfp

866.963.8329

“I just really appreciated the flexibility of the program and its availability online, as well as the variety of tools and approaches the program includes. It’s a very robust, very usable program for anyone, regardless of your learning style.”

– Matt Allgood, Ameriprise



WHY PURSUE	
PROGRAM PATH	▶
EDUCATION	▶
LIVE REVIEW	▶
WHY KAPLAN	▶
TESTIMONIALS	▶

REQUIRED EDUCATION

ACCELERATED CERTIFICATE PROGRAM FOR CFP® CERTIFICATION

Led by expert instructors, Kaplan Schweser’s CFP Board-registered programs provide the focus and structure needed to master the 89 financial planning topics covered on the CFP® exam.

Both our Traditional and Virtual Classroom Programs can be completed in 12 months and comprise 7 courses, including the new Financial Plan Development Course. Upon successful completion of all courses, you will be eligible to sit for the comprehensive CFP® exam.

Set up a complete study plan that is fully customizable to fit your learning style and schedule. Transform your career today!

REQUIRED EDUCATION STUDY SOLUTIONS	PREMIUM PLUS \$5,599 (Includes all 7 courses plus Live Review)	PREMIUM \$749 (per course)
Classroom Instruction	•	•
Textbooks	•	•
In-Class Guide	•	•
SchweserPro™ Education QBank	•	•
Schweser’s QuickSheet™	•	•
InstructorLink™	•	•
Instructor Email Access	○	○
Instructor-Led Office Hours	○	○
Searchable FAQs	○	○
Video Library	○	○
Exam Tips Blog	○	○
Premium Live Review Study Solution	•	Additional \$1,348

ORDER TODAY!

www.schweser.com/cfp

866.963.8329

“Kaplan’s experience, materials, and ability to organize the content load was second to none.”

– Shawn Sacchetti, T. Rowe Price

Next >>



WHY PURSUE

PROGRAM PATH ▶

EDUCATION ▶

LIVE REVIEW ▶

WHY KAPLAN ▶

TESTIMONIALS ▶

QUESTIONS? NEED
HELP ORDERING?

CALL 866.963.8329

EFFICIENT, EFFECTIVE, CUSTOMIZED EDUCATION

TRUST YOUR CFP® EXAM SUCCESS TO THE FINANCIAL EDUCATION INDUSTRY LEADER!

We know everyone studies differently...so we provide three unique study programs so you can choose the one that perfectly suits your needs:

ACCELERATED FINANCIAL PLANNING EDUCATION (ACCFP)

This time-tested program (our most popular) keeps you on task while providing individual flexibility.

- Study how and when you want
- Choose from a virtual or live class setting
- Earn your CFP® certification in 12 months
- All of the instructors are CFP® professionals
- Online exams and quizzes: No added testing center and proctoring costs
- Pay as you go, if you desire
- Experienced, expert instructors

SELF-PACED ONLINE

For independent learners who want to set their own completion schedule (4–18 months).

- We provide the tools to help you set up a study program to best suit your needs
- Interactive study program includes textbooks, on-demand class videos, practice exams, online testing, discussion boards and email access to instructors
- A complimentary set of Kaplan Schweser review materials plus online tools for the CFP® exam to help you with final preparation

UNIVERSITY PARTNER PROGRAMS (UPP)

For those who prefer traditional university classroom learning at a prestigious school.

- Choose from multiple partner programs across the country
- All programs are fully prepared for the exam changes
- All of the instructors are CFP® professionals
- Learn more at an open house or webinar (Call **866-963-8329** for times and locations)

<< [Previous](#)



CHOOSE THE LIVE REVIEW THAT'S RIGHT FOR YOU

- WHY PURSUE
- PROGRAM PATH ▶
- EDUCATION ▶
- LIVE REVIEW ▶
- WHY KAPLAN ▶
- TESTIMONIALS ▶

- Stay focused and finish strong in the final weeks leading up to your exam
- Zero in on the critical content you studied in your required education program
- Learn valuable test-taking tips and strategies for exam day

EXAM PREP STUDY SOLUTIONS	PREMIUM LIVE REVIEW \$1,348	LIVE REVIEW CLASS ONLY \$899	ESSENTIAL \$449
Classroom Instruction	•	•	
In-Class Guide	•	•	
Online Cognitive Connections	•	•	
Pre-Review Videos	•	•	
Diagnostic Exam	•	•	
Case Course Videos	•	•	
Textbooks	•		•
Online Mock Exam	•		•
Mock Exam Videos	•	•	
SchweserPro™ Review QBank	•		•
InstructorLink™	•	•	•
Instructor Email Access	○	○	○
Instructor-Led Office Hours	○	○	○
Searchable FAQs	○	○	○
Video Library	○	○	○
Exam Tips Blog	○	○	○

QUESTIONS? NEED HELP ORDERING?

CALL 866.963.8329

KAPLAN SCHWESER PASS PROTECTION™

If you do not pass the CFP® exam after purchasing a Live Review Study Solution, you will receive 50% off a subsequent Live Review Study Solution within a one-year window of time (three exam cycles).

To be eligible, you must submit your Official Score Report within three weeks of receiving it from CFP Board. All exam results will remain confidential.



WHY PURSUE

PROGRAM PATH ▶

EDUCATION ▶

LIVE REVIEW ▶

WHY KAPLAN ▶

TESTIMONIALS ▶

ORDER TODAY!

www.schweser.com/cfp

866.963.8329

WHY KAPLAN SCHWESER

We are with you every step of the way—not only with efficient, effective study tools, but also the personalized help you need to stay on track and finish strong.

INDUSTRY-LEADING, TOP-OF-THE-LINE MATERIALS

- Kaplan realizes everyone has their own style of learning; we provide you with options so you can select the learning style that's right for you. Study how and when you want.
- We offer more learning options, more assets, and more easy access to subject matter experts than any other provider.
- All exams and quizzes are online, so you have no added testing center and proctoring costs.

WORLD-CLASS, EXPERT INSTRUCTION

- Our instructors are the best of the best. All have their CFP® certification and are hand-selected and rigorously trained to be part of the Kaplan instructor team.
- You will have an academic advisor and a designation specialist to whom you can turn with questions anytime.

RESULTS-ORIENTED, STUDENT-DRIVEN PHILOSOPHY

- Our program is built on a solid foundation of more than 70 years as a leading exam prep provider, helping more than 20,000 individuals prepare for the CFP® exam.
- Not only do we help students pass, but—just as important—we have terrific through-put rates.
- The difference between passing and failing the CFP® exam often comes down to two or three critical questions. Kaplan prepares you to answer all questions and develops confidence in your ability to get the right answers.
- One all-inclusive price...no hidden costs...and pay as you go, if you desire.

“The Kaplan Study material and classroom Review Course were all I needed to prepare and pass the CFP® exam on my first attempt. You could not ask for a more clear, concise or complete method to prepare for the exam.”

– Russell W. May, Vice President, Investments
UBS Financial Services, Inc.

DON'T TAKE OUR WORD FOR IT — SEE WHAT KAPLAN
STUDENTS HAVE TO SAY...

“Kaplan Schweser provided a variety of tools and experiences to help anyone learn the CFP® exam content. Live sessions, online study, books, and other resources allowed for a well-rounded education plan.”

– Kirk Bell, Raymond James

ORDER TODAY!

www.schweser.com/cfp · 866.963.8329 · 608.779.5599

◀ START OVER