



Enhance Your Credibility and Help Your Clients Achieve Their Goals... **BECOME A CFP® PROFESSIONAL**

KAPLAN SCHWESER

Learn more about CFP® certification. Attend a live webinar.

Participate in a live webinar or watch a recorded webinar by visiting www.getfpcertified.com

Fast Facts*

- Since 1991, the CFP® Exam's comprehensive pass rate is 57%.
- There are 60,671 CFP® certificants nationwide.

Why Kaplan Schweser?

Throughout our 70-year history, Kaplan has remained student-focused, results-driven, and committed to helping individuals achieve educational and career goals.

"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®

* www.cfp.net accessed February 2010

CFP028H_29APR10

We are dedicated to your goal: passing the CFP® Exam – The First Time.

Expect MORE with Kaplan Schweser. MORE is better.

At Kaplan Schweser, we guide you through the study process and focus on your specific needs. We offer MORE to sustain your focus, improve your retention, and continually test your concept application.

- **More Support** – Receive direct access to our exam prep experts to obtain greater insight into your most difficult questions.
- **More Focus** – Set up a complete study plan that is fully customizable to fit your learning style and schedule.
- **More Study Tools** – Prepare with an all-inclusive, up-to-date study solution that includes live instruction, study notes, practice tools, and no hidden fees.
- **More Convenience** – Study anytime, anywhere with our unique, on-demand online resources.

Program Path



REQUIRED EDUCATION

Complete our accelerated CFP-Board Registered Program in less than nine months.

[Learn More](#)



EXAM PREP

Kaplan Schweser's exam prep course, Live Review, is an intensive overview of the topics you studied in your required education.

[Learn More](#)



Benefits of CFP® Certification*

Income

- The average annual increase in first-year earnings following CFP® certification is 31%.

Client Satisfaction

- Consumers who use a CFP® certificant report higher satisfaction and are more likely to recommend the advisor to a friend.
- More than 71% of referrals come from a family member, friend, or coworker.

CFP® Certificant Satisfaction

- 89% of CFP® professionals are satisfied with their careers.
- 74% of certificants believe CFP® certification directly contributes to professional success.

* 2009 CFP® Survey of Trends in Financial Planning, 2009 CFP Board National Consumer Survey on Personal Finance, and 2008 CFP Board Certificant Survey.

Build a more in-depth relationship with your client.

It's really no secret. The best strategy for the continued growth and success of your practice is to attract quality clients with multiple assets to manage. It's also no secret that financial advisors with CFP® certification are able to attract and serve the most desirable clients.

In fact, consumers who use a CFP® certificant report higher satisfaction and are more likely to recommend their advisor to a friend.* Explore CFP® certification's value in today's marketplace.

Let Kaplan be a resource to you. Here are a few ways we can help:

- Attend a public or setup a private CFP® certification informational webinar or conference call
- Answer specific questions regarding the CFP® exam, test preparation, or experience requirements
- Arrange private CFP® certification exam preparation classes for you and your colleagues

Call one of our Designation Specialists today at 866-963-8329 for more information.

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Required Education

Kaplan Schweser's accelerated CFP Board-Registered Programs provide the focus and structure needed to master the topics covered on the exam.



Required Education Study Program

Select your program start:*

- **September 2010**
to prepare for the July 2011 CFP® Exam
- **January 2011**
to prepare for the November 2011 CFP® Exam
- **May 2011**
to prepare for the March 2012 CFP® Exam

That encompasses six modules:

AccFP 101 – Fundamentals
 AccFP 102 – Insurance
 AccFP 103 – Investment Planning
 AccFP 104 – Income Tax Planning
 AccFP 105 – Retirement Planning
 AccFP 106 – Estate Planning

Each module includes:

- Traditional or Virtual Classroom Instruction
- Textbook(s)
- In-Class Guide
- SchweserPro™ Education QBank
- InstructorLink™

[Learn More](#)

And allows you to purchase one of two ways:

Save \$843 with PremiumPlus!!

PremiumPlus Study Solution:

\$4,999 for all six modules
and Exam Prep course

Premium Study Solution:

\$749 per module

* Pre-study is recommended prior to attending class.



Exam Prep

Stay focused and finish strong in the final weeks leading up to the exam with Kaplan Schweser's comprehensive Live Review. The purpose of this course is to hone in on the critical content you studied in your required education program and provide you with test-taking tips and strategies.

Refer a Student
and earn a FREE
Live Review Study
Solution!**

Exam Prep Study Program



Select your exam date:*

- November 2010 CFP® Exam
- March 2011 CFP® Exam
- July 2011 CFP® Exam



That includes:

Foundation Materials	Pre-Review Resources	Classroom Instruction	Post-Review Resources
<ul style="list-style-type: none"> • In-Class Guide • Textbooks • SchweserPro™ QBank • InstructorLink™ • PassProtection™ 	<ul style="list-style-type: none"> • Diagnostic Exam • Customizable Study Calendar • Pre-Review Study Videos 	Your choice of Traditional or Virtual Classroom Instruction	<ul style="list-style-type: none"> • Online Cognitive Connections • Case Videos • Mock Exam Video • Online Mock Exam

[Learn More](#)



And is available to you:

Live Review Premium Study Solution \$1,348

PassProtection™

Your investment in a Live Review Study Solution comes with the coverage of PassProtection™. If you need to retake the CFP® Exam after purchasing a Live Review Study Solution, you will be eligible to receive 50% off your next purchase of an equal or lesser cost Live Review Study Solution within a one-year window of time.**

* Pre-study is recommended prior to attending class.

** Restrictions apply, call for details.

REQUIRED EDUCATION – Program Details



Classroom Instruction

- **Traditional Class:** Held in major metro areas. Find a location near you by visiting www.schweser.com/cfp.
- **Virtual Class:** Delivered via Stream57, our powerful e-learning software combines high-definition video and crisp sound to provide you the most compelling content along with instant instructor feedback and on-demand review of every class.

Textbooks

AccFP 101 and 102: Personal Financial Planning Theory and Practice 6th Edition

AccFP 103: Investment Planning

AccFP 104: Income Tax Planning

AccFP 105: Planning for Retirement

AccFP 106: Estate Planning

In-Class Guide

Concise and easy-to-use, these study notes highlight critical content and provide you with a convenient note-taking format for organized, post-class review.

SchweserPro™ QBank

Online drill and practice question bank containing 1,200 questions enables you to:

- **Create** customized exams based on difficulty, length, or exam subject
- **Build** multiple exams, save them for future reference, allowing you to monitor your progress
- **Browse** questions by exam topic and view the answers and explanations
- **Bookmark** questions for future reference and print for practice on-the-go

InstructorLink™

Interactive online support tools to keep you connected to our CFP® Exam content experts.

- **Instructor Email Access** – Connect with an expert instructor for personal assistance anytime
- **Instructor-led Office Hours** – Receive weekly real-time instructor guidance through online question-and-answer sessions
- **Searchable FAQs** – Access a searchable database of frequently asked questions and sort by topic
- **Video Library** – Cover the core concepts of the CFP® Exam with online streaming videos
- **Exam-tips Blog** – Stay focused and motivated in your studies with content discussion and study strategies

And allows you to purchase one of two ways:
Save \$843 with PremiumPlus!!

PremiumPlus Study Solution:
\$4,999 for all six modules
and Exam Prep course

Premium Study Solution:
\$749 per module



EXAM PREP – Program Details



Pre-Review Resources

- **Diagnostic Exam** – Identify your areas of strength and weakness by exam topic to determine your area of focus.
- **Customizable Study Calendar** – Create a customized study plan based on the number of days per week you have available to study.
- **Pre-review Study Video** – Available on-demand, the pre-review videos allow for more focused classroom time for challenging content.

Textbooks

Volume 1: Fundamentals of Financial Planning

Volume 2: Insurance Planning

Volume 3: Investments

Volume 4: Income Tax Planning

Volume 5: Retirement Planning

Volume 6: Estate Planning

Volume 7: Case Book

Understanding Your Financial Calculator

Classroom Instruction

- **Traditional Class:** Held in major metro areas. Find a location near you by visiting www.schweser.com/cfp.
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- **Build** multiple exams, save them for future reference, allowing you to monitor your progress
- **Browse** questions by exam topic and view the answers and explanations
- **Bookmark** questions for future reference and print for practice on-the-go

Post-Review Resources

- **Online Mock Exam** – Benchmark your studying against other candidates and simulate the actual exam with multiple-choice questions, item sets, and a comprehensive case study.
- **Mock Exam Video** – Review the questions and answer rationales of the Online Mock Exam with this instructor-led video.
- **Online Cognitive Connections** – High-level, topic-integrated questions intended to give you an idea of the most frequently missed questions.
- **Case Video** – Master item sets, questions contained in the multiple-choice section, and further develop your case analysis skills with this on-demand study tool.

* Pre-study is recommended prior to attending class.

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