



NAVIGATE CFP® Certification



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*

- The Bureau of Labor and Statistics predicts overall employment of personal financial advisors to increase by 30% from 2008 to 2018.
- Since 1991, the CFP® Exam's comprehensive pass rate is 57%.
- There are 60,671 CFP® certificants nationwide.
- The average annual increase in first-year earnings following CFP® certification is 31%.

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.

* U.S. Department of Labor, Bureau of Labor and Statistics; www.cfp.net accessed February 2010; and 2009 CFFP Survey of Trends in Financial Planning.

CFP® Certification Overview

CFP® certification is the recognized standard of excellence for personal financial planning. The Certified Financial Planner Board of Standards, Inc. (CFP Board) owns the CFP® marks and is accountable to the public by fostering personal financial planning professional standards through the setting and enforcement of education, examination, experience, and ethics (the Four E's) requirements.

Kaplan Schweser: Your dedicated CFP® certification prep partner.

Kaplan Schweser offers the study tools and support you need to navigate and earn your CFP® certification. The path to achieving CFP® certification is challenging. You may be wondering:

- What is the value of CFP® certification in today's market?
- What are the education and work experience pre-requisites?
- What concepts will I learn?
- How is the exam formatted?
- What is the time commitment?
- How do I prepare for the CFP® Exam?

As your committed CFP® certification prep partner, this guide introduces you to the benefits of CFP® certification, "The Four E's", summarizes the steps needed to obtain and maintain your CFP® certification, and highlights our exam prep programs.



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.

Education

CFP Board's Knowledge Criteria

Each candidate must meet the knowledge criteria set forth by the CFP Board prior to sitting for the exam. There are three ways candidates can fulfill the required comprehension of the nearly 100 integrated financial planning topics:



Complete a CFP Board-Registered Program.

Academic programs include credit and non-credit certificate programs as well as undergraduate and graduate degree programs.

CFP Board-Registered programs, such as Kaplan Schweser's, are offered across the country.

NEW Education Requirement for 2012

The CFP Board is adding an additional education requirement in 2012. In order to take the comprehensive exam in 2012 or thereafter, successful completion of the new course will require:

- An additional 45 hours or the equivalent of 3 semester credit hours
- Preparation and presentation of a financial plan



Apply for a Challenge Status.

Academic degrees and credentials that fulfill the CFP Board education requirement include:

- Certified Public Accountant (CPA) – inactive license acceptable
- Licensed attorney – inactive license acceptable
- Chartered Financial Analyst® (CFA®)
- Doctor of Business Administration
- Chartered Financial Consultant® (ChFC®)
- Ph.D. in business or economics
- Chartered Life Underwriter® (CLU®)



Request a Transcript Review.

Successful completion of upper-division level college courses or certain industry credentials recognized by the CFP Board may satisfy some or all of the education requirements.

Industry credentials include:

- Associate of Society of Actuaries (ASA)
- Certified Employee Benefits Specialist (CEBS)
- Enrolled Agent (EA)
- Fellow of the Society of Actuaries (FSA)

Bachelor's Degree Requirement

Candidates must earn a bachelor's degree from an accredited college or university within five years after passing the exam to receive CFP® certification.

Attaining a bachelor's degree is not a requirement to be eligible to take the CFP® Exam and does not have to occur before sitting for the exam or fulfilling the work experience.

Examination

Exam Format

The CFP® Exam is a 10-hour examination administered in a multiple-choice, paper-pencil format that tests your ability to apply your financial planning knowledge to client situations. It is offered three times a year in March, July, and November at almost 50 locations nationwide. Visit www.cfp.net/become/examdetails.asp for an up-to-date list.

Exam Date	Application Deadline
July 16-17, 2010	June 1, 2010
November 19-20, 2010	October 5, 2010
March 2011 TBD	February 2011 TBD

A completed application, including a payment of \$595 and the proper documentation, must be received by the exam application deadline.

Topic	Percent of Exam
Fundamentals	11%
Insurance	14%
Investments	19%
Income Tax	14%
Employee Benefits	8%
Retirement	19%
Estates	15%

Eligibility

Candidates are eligible to apply for the CFP® Exam after successfully completing an adequate course of study (or its equivalent). The bachelor's degree requirement is a condition of initial certification and does not need to occur before sitting for the exam or fulfilling the work experience.

Work Experience, Ethics Requirement, and CFP® Certification Renewal

Work Experience

Three years of full-time relevant personal financial planning experience is required to receive certification. This experience must be completed in ten years preceding the exam and within five years after the exam in order to receive CFP® certification. Qualifying experience must fit within one or more of the CFP Board's primary elements of personal financial planning:

- Establishing and Defining the Relationship with the Client
- Gathering Client Data Including Goals
- Analyzing and Evaluating the Client's Current Financial Status
- Developing and Presenting Financial Planning Recommendations and/or Alternatives
- Implementing the Financial Planning Recommendations
- Monitoring the Financial Planning Recommendations

Ethics Requirement

Applicants for CFP® certification must pass the CFP Board's Candidate Fitness Standards, which outlines conduct that prohibits an individual from being certified. A background check is also conducted. For more information, visit www.cfp.net/become/fitness.asp.

CFP® Certification Renewal Requirements

Once certified, CFP® professionals must complete three renewal requirements every two years:

- Submit a one-time, non-refundable certification application fee of \$100 for a background check
- Pay a non-refundable \$360 certification fee
- Complete a minimum of 30 hours of continuing education

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 experienced and credentialed instructors 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](#)

“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®

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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

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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

B

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](#)

C

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
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* 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.



Exam Prep Study Program



Select your exam date:*

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



That includes:

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

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- **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.



And is available to you:
Live Review Premium Study Solution \$1,348

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.**

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