With a growing demand for qualified personal financial planners, now is the time to become a Certified Financial Planner™ professional. Whether you're just starting your education, looking to change careers, or seeking to improve your professional status, CFP® certification can open the door to more and better opportunities.

**BUILD YOUR FUTURE BY HELPING OTHERS BUILD THEIRS**
- High income potential
- Dynamic, respected profession
- The satisfaction that comes with helping people plan for their futures

As a financial planner with valuable expertise, you can expect personal satisfaction as well as financial rewards. Financial planners consistently report an increase in average annual gross earnings after receiving their CFP® certification.

**MAKE AN IMPACT**
- Solve financial problems
- Help people meet their financial goals
- Serve as trusted advisor, counselor and coach

You can make a difference at a time when more Americans are struggling to pull their finances together and plan for the future. The financial planning career path is expected to grow 41% by 2016, according to *Money Magazine* and *Payscale.com*.

**RECRUITED BY BANKS AND TRUST COMPANIES, TRADITIONAL BROKERAGE HOUSES, INSURANCE BUSINESSES, AND FINANCIAL PLANNING FIRMS**

**A CAREER IN DEMAND**
At a time when unemployment is soaring and many Americans are reaching retirement age, the need for personal financial planning expertise is greater than ever. Recruiters and prospective employers recognize CFP® certification as the most desired designation in this growing field.

**CFP® CERTIFICATION: THE GOLD STANDARD IN PERSONAL FINANCIAL PLANNING**
- Education: Approved curriculum
- Examination: Comprehensive 2-day exam
- Experience: 3 years practical experience
- Ethics: Strict code of conduct

Only a select group of planners have met the rigorous requirements necessary to call themselves Certified Financial Planner™ professionals. CFP® certification maintains rigorous standards and communicates your expertise and credibility.

**Be a financial hero.** Certified Financial Planner™ professionals are uniquely qualified to help individuals pull all their finances together, solve financial problems, and make a plan to achieve their financial goals. To learn more about studying personal financial planning or becoming a Certified Financial Planner™ professional, visit [CFP.net](http://CFP.net).