

ORDER FORM: CFP BOARD'S CONSUMER GUIDE TO FINANCIAL SELF-DEFENSE

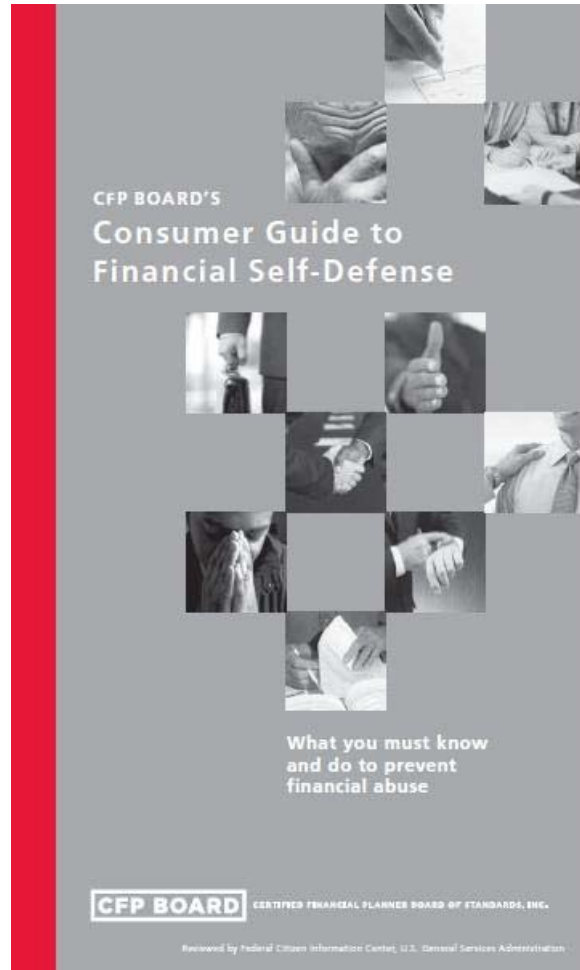
This Guide from CFP Board's Consumer Advocate helps consumers:

- Identify common "Red Flags" that signal an unethical or unqualified financial advisor,
- Learn what they can do to protect themselves,
- Take the steps required to select a qualified financial advisor, and
- Feel empowered when making financial decisions with the help of an advisor.

The 24-page Guide highlights the high standards of competency and ethics upheld by advisors who hold CFP® certification and can be a great tool to encourage discussion between CFP® professionals and clients, providing an opportunity to point proudly to CFP Board's ethical code and professional standards and the commitment to clients shared by CFP® professionals.

Consumers may request a copy free of charge by contacting CFP Board at mail@cfpboard.org or 800-487-1497.

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