

CERTIFIED FINANCIAL PLANNER
BOARD OF STANDARDS, INC.

Annual Certificant and Consumer Survey Results
and
Applications to Student Recruitment and Retention

Presented at:
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1 Session Objectives

- 1.1 Present results from two major CFP Board surveys that are relevant to Registered Programs and Program Directors**
 - Telephone survey of 333 randomly selected Certificants
 - Internet survey of 1742 consumers representative of U.S. Census demographic data
- 1.2 Highlight initial implications for registered program student recruitment and retention**
- 1.3 Place survey data and implications into a broader content: current-anticipated economic conditions; public policymaking; GEN "X" and GEN "Y" characteristics; institutional requirements and policies, etc.**

2 Effective Recruitment-Retention Strategies



3 Certificant Survey Data

3.1 Demographics of Certificants are revealing and provide a positive marketplace environment

- Almost 50% of Certificants worked in the financial services industry before entering financial planning
- Financial planning is a "young profession" and provides intergenerational benefits

Certificant Age	Percent
➤ Under age 40	25
➤ 40-55 age range	48
➤ Over age 55	26

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3 Certificant Survey Data (cont)

3.1 (cont) Highly focused and motivated adult learners populate the profession

Certificant Profile	Median Years
➤ Entered personal financial planning field	31
➤ Current age	51
➤ Years working before expected retirement	15
➤ Age earned CFP® Certification	39

- Women are attracted to the profession but opportunities for more recruitment exist

Certificant Gender	Percent
➤ Male	72
➤ Female	28

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3 Certificant Survey Data (cont)

3.1 (cont) Certificants are highly educated and demonstrate a desire and capacity to learn

Highest level of academic achievement	Percent
➤ Less than high school	0
➤ High school graduate	1
➤ Some college	7
➤ 2 year college degree	5
➤ 4 year college degree	52
➤ Advanced: Masters or equivalent	33
➤ Advanced: Doctorate or equivalent	2

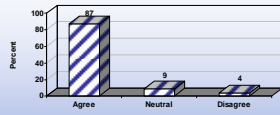
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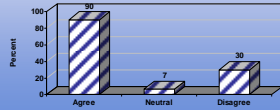
3 Certificant Survey Data (cont)

3.3 Specific certification process attributes are sound and student friendly

- CFP® Certification education requirements are appropriate and necessary



- CFP® Certification Examination is fair and rigorous

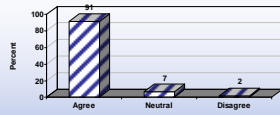


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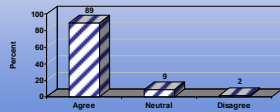
3 Certificant Survey Data (cont)

3.3 (cont) CFP® Certification ethics component strengthens credibility

- CFP® Certification ethics component strengthens credibility



- CFP® Certification experience component is appropriate, necessary, and desirable

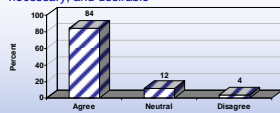


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3 Certificant Survey Data (cont)

3.3 (cont) CFP® Certification continuing education requirements are appropriate, necessary, and desirable

- CFP® Certification continuing education requirements are appropriate, necessary, and desirable



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3 Certificant Survey Data (cont)

Notes and Observations

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4 Consumer Survey Data

4.1 Financial planning issues and needs highlight what is important to consumers and help to establish skill set expectations for financial planners and advisors

Financial Planning Issues

- Generating current income
- Providing health insurance coverage
- Managing/reducing current debt
- Building a retirement fund

Financial Planning Needs

- Retirement goals and planning
- Wanted advice on a broad range of financial matters
- Savings goals and planning
- Investment goals and planning

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4 Consumer Survey Data (cont)

4.2 Significant marketplace opportunities exist for financial planning services and service providers

Financial Plan In-Place	Percent
➤ Yes, written plan in-place now and updated regularly	17
➤ Yes, written plan in-place now but not updated in past year	8
➤ No, not now but a written plan was in-place in the past	11
➤ No, never had a written plan in-place	64

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4 Consumer Survey Data (cont)

4.3

(cont)

- Consumers most frequently seek out and use three types of professionals for financial planning and feel that their professional provides credible and competent services

Professionals	Percent
➤ Accountant/CPA	86
➤ CFP®	81
➤ Financial Advisor	77

- Consumers feel confident that their financial professional puts their interest ahead of all others

Professionals	Percent
➤ Accountant/CPA	80
➤ Financial Advisor	73
➤ CFP®	72

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4 Consumer Survey Data (cont)

4.3

(cont)

- Consumers benefit significantly from financial plans prepared by their financial professional

Professionals	Percent
➤ Accountant/CPA	71
➤ CFP®	69
➤ Financial Advisor	65

- Consumers benefit much less from financial plans prepared with no involvement of a financial professional

Benefit	Percent
➤ High	48
➤ Average	39
➤ Low	9
➤ No Opinion	4

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4 Consumer Survey Data (cont)

4.3

(cont)

- Consumers enjoy relatively long-term relationships with their financial professional

Professionals	1-5	6-10	11 or Longer
➤ Accountant/CPA	34%	17%	48%
➤ CFP®	48	23	29
➤ Financial Advisor	43	26	21

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4 Consumer Survey Data (cont)

Notes and Observations

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5 Discussion and Conclusions

5.1 Market Characteristics: _____

5.2 Unique Value Proposition: _____

5.3 Delivery Mechanisms: _____

"Competitive advantage isn't doing one thing 100% better than your competitors...
it is doing 100 things 1% better than anybody else."
—Sam Walton

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