

METHODOLOGY



AUDIENCE

n=200 Mass Affluent
college-educated adults
age 21-70
with assets over \$100,000

n=100 Uses a CFP®
professional
n=49 Uses financial planner
n=51 No financial planner



MODE

Online Survey

Question wording can be
found in notes section.



LENGTH

15 minutes



DATES

November-December 2017



GEOGRAPHY

National

Executive Summary

- Consumers experience many negative feelings relating to their financial situation, particularly those who do not have a financial plan. They're stressed, worried, anxious, and overwhelmed; and they're seeking more guidance.
- Consumers want to work with a CFP® professional because they're held to the nation's highest standards in financial planning, they work in the consumers' best interest, and they're the most knowledgeable and experienced planners out there. By working with a CFP® professional consumer needs are fully addressed, which instills a sense of confidence and security.

Executive Summary

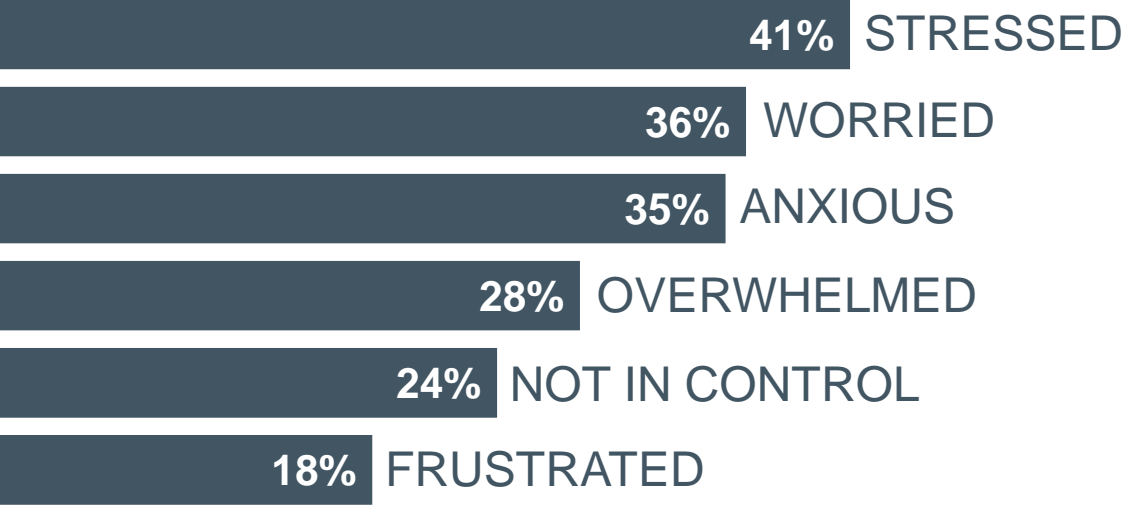
- CFP® professionals act as partners, navigators, and counselors to the consumers who work with them. Their customers describe them as professional, knowledgeable and trustworthy.
- A large majority of consumers would prefer to work with a CFP® professional, and those working with a CFP® professional are more satisfied.
- Working with a CFP® professional ultimately removes the negativity consumers experience relating to their finances and instead elicits feelings of confidence, optimism, ease, and security.

**Managing personal finances is stressful.
Partnering with a Certified Financial Planner™
professional provides a roadmap toward
confidence and feeling at ease.**

**SS WE HELP YOU MOTIVATE AND PERSUADE T
THE HEARTS AND MINDS OF THE PEOPLE THAT
MATTER MOST TO YOUR SUCCESS WE HELP YO**

CONSUMER'S FINANCIAL SITUATION ELICITS NEGATIVE EMOTIONS

Those without a financial planner say they



THEY NEED A ROADMAP

Top reason for importance of having a financial plan:

USES CFP® PROFESSIONAL

43% PROVIDES ROADMAP

36% PLAN RETIREMENT

14% HELPS ME REACH GOALS

USES FINANCIAL PLANNER

42% PLAN RETIREMENT

33% PROVIDES ROADMAP

16% HELPS ME REACH GOALS



THEY WANT SOMEONE TO WORK IN THEIR BEST INTEREST

Top reasons for why having a CFP® professional is important: →

Benefits Experienced →

Emotions Experienced

USES CFP® PROFESSIONAL



28% held to the nation's highest standards in financial planning →

41% addresses comprehensive set of issues/needs →

27% confidence

USES FINANCIAL PLANNER



41% work for my best interest →

24% addresses comprehensive set of issues/needs →

31% confidence

NO FINANCIAL PLANNER



25% most knowledgeable/experienced →

38% addresses comprehensive set of issues/needs →

35% security

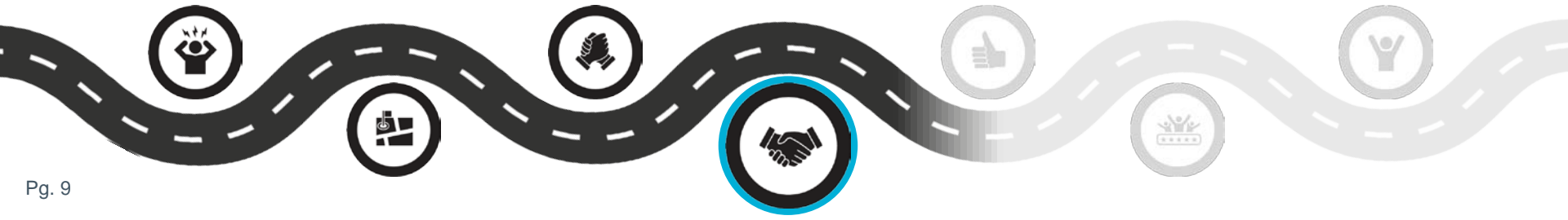
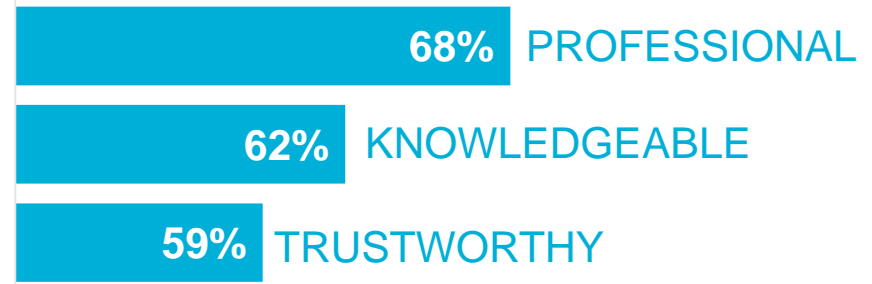


CFP® PROFESSIONALS PLAY IMPORTANT ROLES

Roles a CFP® professional plays for you:

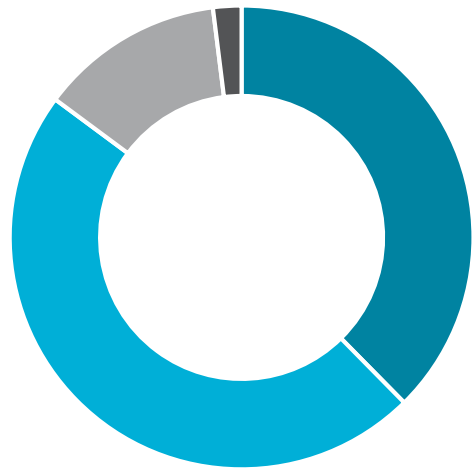


How consumers describe their CFP® professional:



CONSUMERS SAY IT'S BETTER TO WORK WITH A CFP® PROFESSIONAL

86% of consumers would want to work with a CFP® Professional

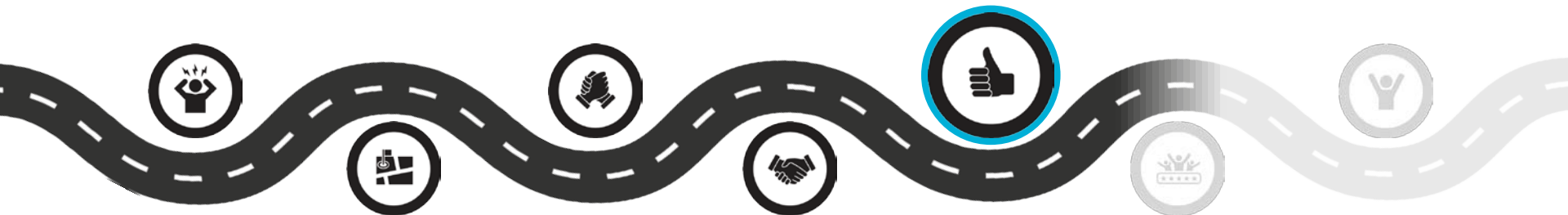


38% Definitely Want To Work With a CFP® Professional

48% Probably Want To Work With a CFP® Professional

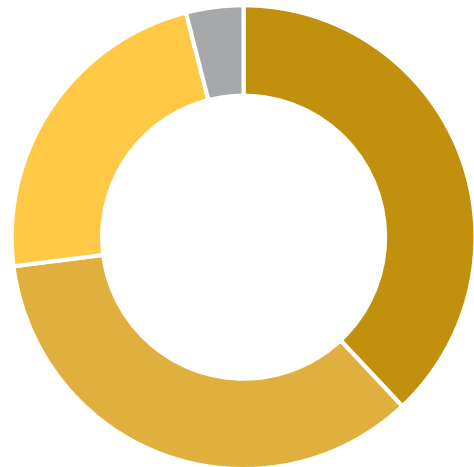
13% Probably Don't Care

2% Definitely Don't Care



CONSUMERS WORKING WITH A CFP® PROFESSIONAL ARE SATISFIED

96% of consumers are satisfied with their CFP® Professional

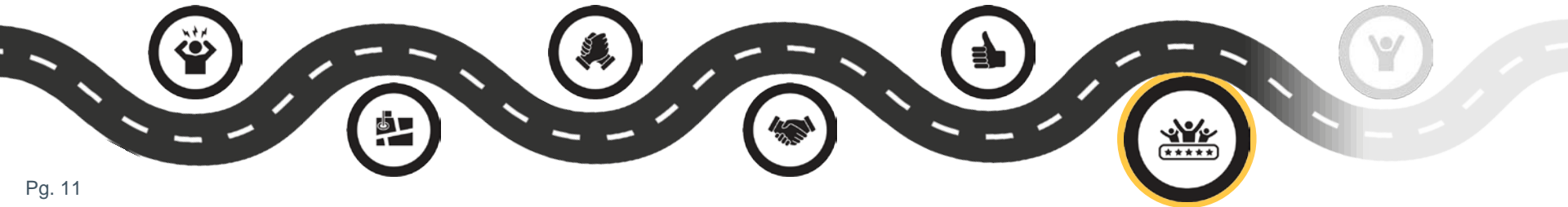


38% Extremely Satisfied With My CFP® Professional

35% Very Satisfied With My CFP® Professional

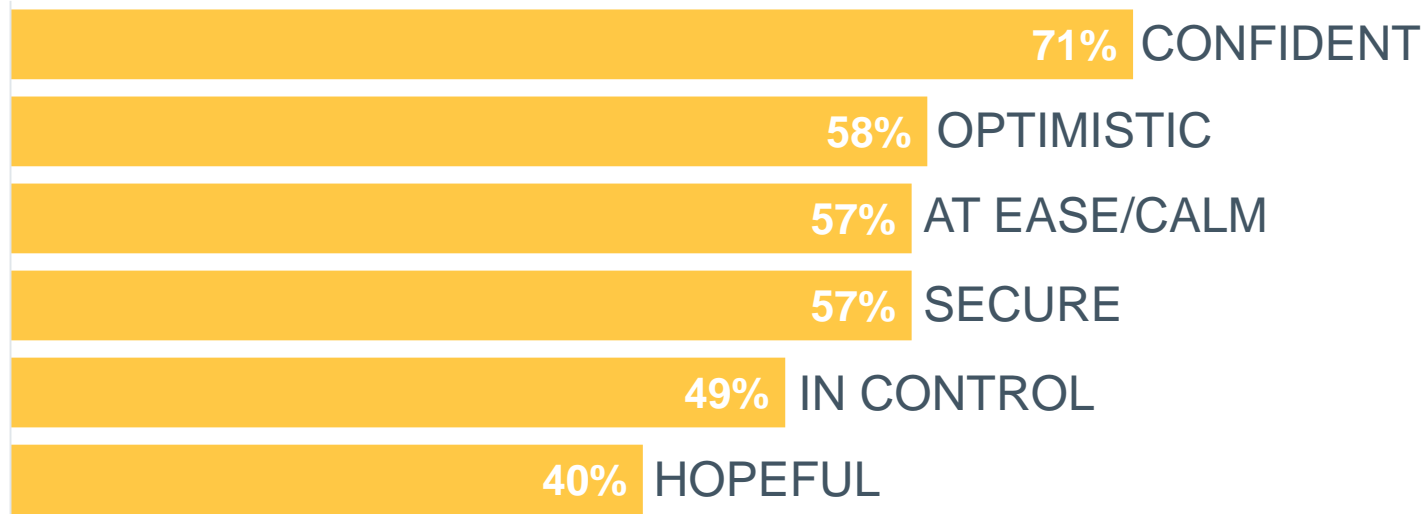
23% Somewhat Satisfied With My CFP® Professional

4% Not At All Satisfied With My CFP® Professional

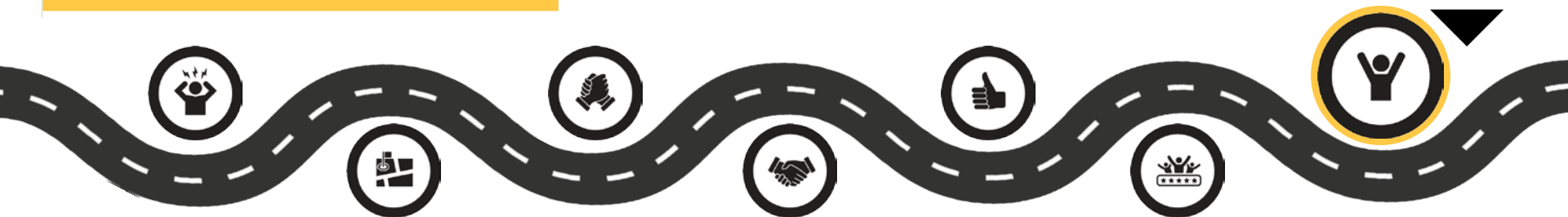


WORKING WITH A CFP® PROFESSIONAL BRINGS ABOUT POSITIVE EMOTIONS

When working with a CFP® professional consumers feel:



letsmakeaplan.org





letsmakeaplan.org

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