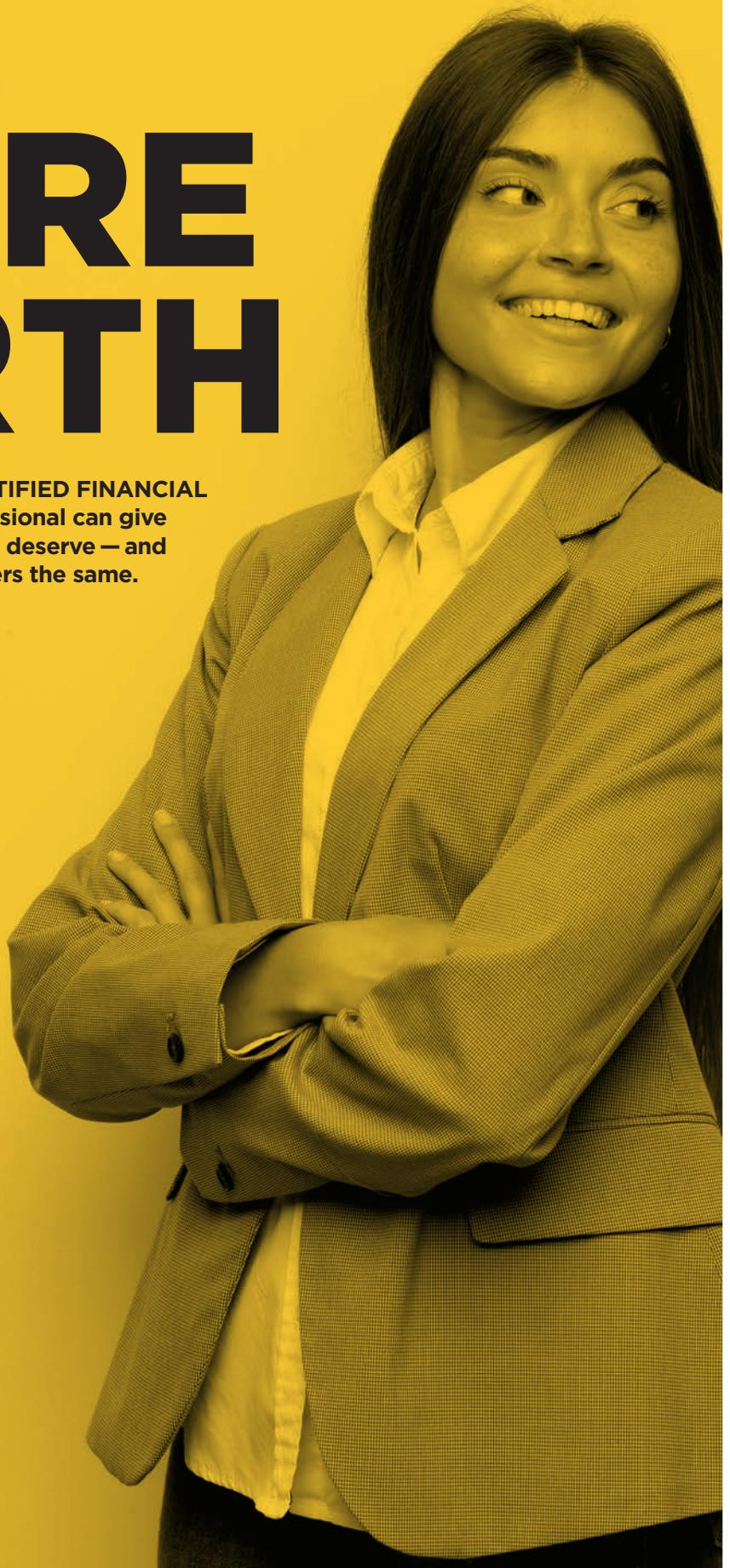


**CFP BOARD**

# **YOU'RE WORTH IT.**

A career as a **CERTIFIED FINANCIAL  
PLANNER™** professional can give  
you the future you deserve — and  
help you give others the same.



# CHANGE CAREERS. CHANGE LIVES.

As a CERTIFIED FINANCIAL PLANNER™ professional, you'll have the opportunity to carve out a career path that enables you to help people while providing you with work/life balance, growth opportunities and greater income potential.

As a CFP® professional, the path is all yours to create. Depending on your skills and interests, you can become your own boss, join a large firm, work for a smaller firm or apply your financial knowledge in another industry.

You'll be able to find a niche that suits your personality — while leveraging your existing interest in helping people, personal finance or client psychology. And at the end of the day, you'll feel fulfilled, knowing that your hard work is making an impact in people's lives.

A career as a CERTIFIED FINANCIAL PLANNER™ professional offers a renewed sense of pride and purpose. Will it be effortless? Probably not. But you deserve a livelihood that lets you live your best life — and helps others do the same.

You're smart. You're capable. You're confident. You're ready for this. You're poised to transform your future and the financial futures of those you serve. And if you're considering CFP® certification, **you're worth it.**

“

*I became a financial planner because it offered me the opportunity to make a positive impact in others' lives while pursuing something that I truly enjoy.*

*-Brett Perlman, CFP®, ChFC®  
Boca Raton, Florida*



”

# WHAT IS A CERTIFIED FINANCIAL PLANNER™ PROFESSIONAL?

## What is financial planning?

Financial planning involves looking at a client's entire financial picture and advising them on how to achieve their short- and long-term financial goals. From saving for education and planning for retirement to effectively managing taxes and insurance, financial planners develop valuable relationships with their clients to provide them with confidence today and a more secure tomorrow.

## What is a CFP® professional?

The CERTIFIED FINANCIAL PLANNER™ certification is the standard for financial planning. Certification helps you gain and apply a wide variety of knowledge related to personal finance, budgeting, taxes, financial products, investments and effective communication. CFP® professionals also adhere to a code of ethics that sets them apart in their profession.



## The perfect career path for “people people.”

CFP® professionals get to know their clients' goals and values so they can anticipate future needs and make recommendations that fit each person's personality, risk tolerance and unique circumstances. It's the kind of career that creates long-term, ongoing relationships and lets you provide comprehensive “whole person” support.

**Get started at [CFP.net/account](https://www.CFP.net/account).**



# No matter how you measure it, a career as a CFP® professional offers many rewards.

## Compensation and Salary

CFP® professionals typically earn 12% above non-certified financial advisors.<sup>1</sup> Experienced CFP® professionals earn an average of \$192k annually.<sup>2</sup>

Average Income of  
**192K**

## Career Stability

*U.S. News & World Report* ranks financial advisor as #6 in its “Best Business Jobs” list and #21 in its “100 Best Jobs” list — due to its favorable salary opportunities, future growth and work/life balance.<sup>4</sup>

**#6**  
Best Business Job



## Satisfaction and Flexibility

93% of current CFP® professionals say they are satisfied with their career — and their decision to pursue CFP® certification — and would recommend it to others.<sup>3</sup>

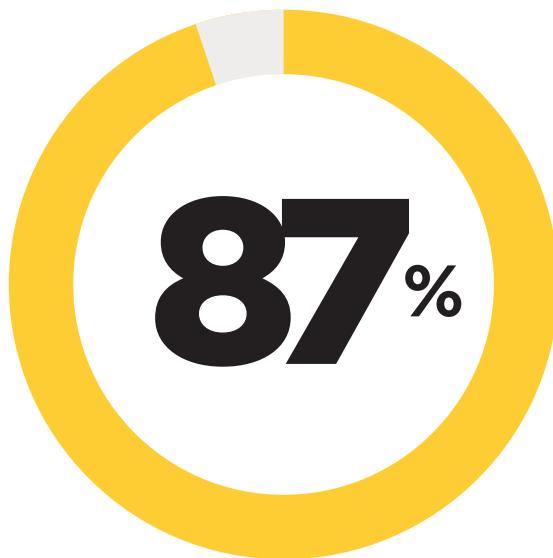
**93%**  
Career Satisfaction

## Consumer Demand

90% of clients value an advisor's certifications and 86% favor an advisor who has successfully completed a certification exam and intense education program.<sup>5</sup>

**90%**  
Client Appreciation

# COUNTLESS OPPORTUNITIES



## Elevated Impact

Making a difference in the lives of consumers is the best reward of all. And CFP® professionals have an 87% client satisfaction rate, which is 15% higher than financial advisors without certification.<sup>6</sup>



## Rapid Growth

The demand for financial advisors is predicted to grow at a rate of 13% a year through 2032, according to the Bureau of Labor Statistics.<sup>7</sup>

1. College for Financial Planning®, a Kaplan Company's 2019 survey of 758 financial planners [investmentnews.com](https://investmentnews.com)

2. USA Today, "From taxes to retirement: Everything to know about the evolving role of financial advisers" [usatoday.com](https://usatoday.com)

3. CFP Board, "2021 CFP® Professionals Survey" [CFP.net](https://CFP.net)

4. U.S. News & World Report, "100 Best Jobs" and "Best Business Jobs" [money.usnews.com](https://money.usnews.com)

5. CFP Board, "The Standard of Excellence" [CFP.net](https://CFP.net)

6. CFP Board, "Salary & Compensation" [CFP.net](https://CFP.net)

7. U.S. Bureau of Labor Statistics, "Occupational Outlook Handbook," Personal Financial Advisors [bls.gov/ooh](https://bls.gov/ooh)

8. CFP Board, "Guide to Careers in Financial Planning" [CFP.net](https://CFP.net)

# HOW TO OBTAIN CFP® CERTIFICATION

1

## Complete the Education Requirement

The two-part education requirement includes both (1) holding a bachelor's degree or higher (in any discipline) from an accredited college or university, and (2) completing coursework on financial planning through a CFP Board Registered Program.

2

## Gain Relevant Experience

The experience requirement prepares you to provide personal financial planning without supervision. You can fulfill the experience requirement before or after taking the exam. You need to complete either 6,000 hours of professional experience related to the financial planning process, or 4,000 hours of apprenticeship experience, requiring direct supervision of a current CFP® professional.

3

## Take the CFP® Exam

Passing the CFP® exam demonstrates that you've attained the knowledge and competency to provide comprehensive personal financial planning advice.

4

## Sign the Ethics Declaration and Pass a Background Check

A commitment to ethical standards is the final requirement for CFP® certification. Applicants must complete and sign an Ethics Declaration and pass a background check conducted by CFP Board. Following these two steps, the CFP® Board will evaluate each applicant against the organization's Fitness Standards.

## IT'S NEVER TOO LATE

### Completing the Coursework

If you've already earned a bachelor's degree, there are many options for fulfilling the education requirement. CFP Board Registered Programs are available from many institutions and can be completed in person, online, through recorded sessions or via live lectures. Most programs can be completed within 12 to 18 months, but accelerated and self-paced study options are also available. A number of scholarship opportunities are available.



# POTENTIAL POSITIONS<sup>8</sup>

## ANALYST

**Experience Level:**  
0 to 3 years

**Typical Tasks:**  
Gathers, enters and maintains client data.  
  
Assists with client onboarding.  
  
Answers basic client questions and service requests.

**Compensation Range:**  
**\$60k to \$71k**

## ASSOCIATE ADVISOR

**Experience Level:**  
2 to 5 years

**Typical Tasks:**  
Drafts financial plans.  
  
Analyzes asset allocations and financial decisions.  
  
Prepares client meeting materials.  
  
Performs research on investments.

**Compensation Range:**  
**\$71k to \$80k**

## SERVICE ADVISOR

**Experience Level:**  
3 to 7 years

**Typical Tasks:**  
Drafts and delivers financial plans for review.  
  
Implements financial plans under the supervision of a manager.  
  
Participates in client meetings.  
Takes the lead on client questions.

**Compensation Range:**  
**\$80k to \$123k**

## LEAD ADVISOR

**Experience Level:**  
5 to 10 years

**Typical Tasks:**  
Manages client relationships.  
Identifies client needs.  
  
Develops and presents financial plans.  
  
Oversees the implementation of financial plans.

**Compensation Range:**  
**\$127k to \$213k**

## PRINCIPAL/PARTNER

**Experience Level:**  
7 years or more

**Typical Tasks:**  
Manages the largest and most high-profile client relationships.  
  
Consults with other advisors on complex cases.

**Compensation Range:**  
**\$170k to \$346k**

**Already a college graduate or in the middle of your career?  
You can still pursue CFP® certification.**

### Obtaining Experience

If you're making the decision to move from another career path into financial planning, you may want to explore the career before pursuing CFP® certification. Many financial planning firms offer positions to college graduates before they begin studying for CFP® certification, especially if they show a strong desire to serve clients.

As you explore this new career path, seeking a position in the financial planning profession is a smart first step. It lets you find a company and niche that suits your personality, and it contributes toward your required experience hours if you decide to obtain certification. Furthermore, many employers provide reimbursement and support for employees pursuing CFP® certification.

# TAKE THE FIRST STEP TOWARD A REWARDING FUTURE.



*You get to really see the  
impact you can make in a  
person's life just by assisting  
them with developing a plan  
for their financial future.*

*Darian Billingsley, CFP®  
Raleigh, North Carolina*

## CFP BOARD

**Ready to begin your CFP®  
certification journey?**

Visit **CFP.net** to learn more  
and create a free account.



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