

**CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.
WASHINGTON D.C.**

In the Matter of

Heather Story,

Respondent.

CFP Board Case No. 2024-66320

August 5, 2025

ORDER GRANTING RESPONDENT’S PETITION FOR FITNESS

This order addresses the joint motion filed June 30, 2025 by Enforcement Counsel for Certified Financial Planner Board of Standards, Inc. (“CFP Board”) under Article 5.5 of the *Procedural Rules* (“Joint Motion”). The Joint Motion, submitted as a Petition for Fitness involving a single bankruptcy, requests that counsel for CFP Board’s Disciplinary and Ethics Commission (“DEC Counsel”) issue an order granting Respondent’s Petition for Fitness with a Public Notice.

For the reasons below, the Joint Motion is **GRANTED**.

I. BACKGROUND

CFP Board established the *Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement* (“*Fitness Standards*”) to ensure that an individual’s prior conduct does not reflect adversely upon their fitness for CFP® certification, the profession, or the CFP® certification marks.

An applicant for CFP® certification who has engaged in conduct resulting in one or more personal or business bankruptcy filings (each a “Bankruptcy Matter”) must file a petition under Article 5 of CFP Board’s *Procedural Rules* for a determination that Respondent is fit for CFP® certification.

A. Petitions Involving a Single Bankruptcy

If an applicant’s Bankruptcy Matter occurred less than 10 years prior to Respondent’s application, the applicant has no other Bankruptcy Matter or other conduct requiring the applicant to file a Petition for Fitness, and the applicant provides information sufficient for Enforcement Counsel to find (and Enforcement Counsel finds) no probable cause to believe that the applicant’s current financial circumstances demonstrate an inability to manage responsibly the applicant’s (or the applicant’s business’s) financial affairs; *then* Enforcement Counsel, with the applicant’s consent, may file a joint motion under Article 5.5 of the *Procedural Rules*.

DEC Counsel must grant a joint motion properly filed under Article 5.5 without hearing.

B. Joint Motion

In connection with Respondent's application for CFP® certification submitted on August 14, 2024, Enforcement Counsel learned that Respondent engaged in conduct resulting in a Bankruptcy Matter.

The Joint Motion, submitted with Respondent's consent, states that Respondent filed for personal bankruptcy on December 14, 2017.

The Joint Motion states that Respondent has no other Bankruptcy Matter or other conduct that would require Respondent to file a Petition for Fitness.

In the Joint Motion, Enforcement Counsel states that Respondent has provided information sufficient for Enforcement Counsel to find that there is no probable cause to believe that Respondent's current financial circumstances demonstrate an inability to manage responsibly Respondent's financial affairs. Enforcement Counsel represents that it has made this finding.

II. DECISION

Respondent's Bankruptcy Matter occurred more than ten years before Respondent applied for CFP® certification, and all other requirements of Article 5.5 have been met.

Respondent's Petition for Fitness is **GRANTED with Public Notice**.

III. PUBLICATION

CFP Board will publish this Order in accordance with Article 17.7 of the *Procedural Rules*.

IV. NO FEE

CFP Board may not charge any adjudication fee in connection with this matter.

Issued by:

Counsel to the Disciplinary and Ethics Commission

Date: August 5, 2025