

CFP BOARD

Accelerate & WIN

Investing in women. Strengthening the future of financial planning.

Financial planning matters more than ever. Demand for financial advice is growing as Americans navigate increasingly complex financial decisions. McKinsey & Company estimates a shortage of roughly 100,000 advisors by 2034, as retirements surpass new hires and the growth of college graduates entering the U.S. workforce slows.[1] Meeting this challenge requires expanding the profession's talent pipeline — and women are an essential part of that future.

100,000
projected shortage of financial advisors by 2034

24%
of CFP® professionals are women

2 of 3
female consumers are the primary decision-makers for their household's investment choices

CFP Board Center for Financial Planning is committed to growing and diversifying the talent pipeline for CFP® professionals, including through targeted efforts to attract and retain groups that remain underrepresented in the profession, such as women and people of color.

Women are an increasingly important part of the financial planning profession's client base, with CFP Board research indicating that more than two-thirds of female consumers are the primary decision-makers for their household's investment choices.[2] Yet women remain underrepresented among those providing financial advice. Despite the profession's strong appeal to women — including opportunities for purpose, growth and balance — women account for just 24% of CFP® professionals.

Together, we can help more women enter and advance in financial planning — strengthening the profession so it can better serve the evolving needs of all Americans.

1. McKinsey & Company. (2025, February 10). *The looming advisor shortage in US wealth management*.
2. CFP Board Center for Financial Planning. (2025). *Building wealth: Insights on women's aspirations & growing financial power*.

Accelerate & WIN

Accelerate & WIN is the Center's comprehensive initiative to accelerate the growth, influence and leadership of women CFP® professionals.

As part of the Center's broader work to grow and diversify the profession's talent pipeline, the initiative engages women at every stage, from high school and college students exploring career paths to career changers and women advancing in the profession.

Build Awareness

Introduce more women to financial planning through high school and college student engagement, career-changer programs, marketing campaigns, webinars and events, with volunteers helping extend the reach and impact of these efforts.

Increase Access

Remove financial barriers to education and CFP® certification through **more than 20 scholarship programs**, including the Women's Initiative (WIN) Endowed Scholarship and the recently established Cary Carbonaro *Women & Wealth* Career Changer Scholarship.

Advance Careers and the Profession

Generate research, amplify women's voices, convene leaders and build partnerships that identify and advance effective practices for attracting, retaining and growing women in financial planning.

Impact in Action

Since 2016, scholarships have been one way the Center has helped increase access to the financial planning profession.

800+
women awarded scholarships

$2.3M
awarded in scholarships to women

Nearly 250
women scholarship recipients have become CFP® professionals

70%+
of all scholarship recipients have been women

**Figures are cumulative as of October 1, 2026.*

Highlights

Connections Conference
OCTOBER 2026

One of the featured sessions, *She's Not a Niche: Reimagining Financial Planning for Women at Every Stage*, brought together a panel to examine how the profession can better understand and serve women clients.

Advancing Women in Financial Planning Report
OCTOBER 2025

Released research examining the factors that motivate women college students and individuals changing or advancing their careers to choose a particular career path.

CFP® Pro Career Studio
SEPTEMBER 2025

A special live, three-part virtual event featuring women who changed careers to become CFP® professionals, helping prospective career changers better understand the profession and take their first steps toward a career in financial planning.

How You Can Support

Invest in the future of the financial planning profession by expanding access, advancing diversity and preparing future CFP® professionals to meet the evolving needs of all Americans.

Scan the QR code or visit **cfp.net/donate** to make a gift.

To explore other ways to support and engage with the Center, contact Tessa Shambaugh, Director of Development, at **tshambaugh@cfpboard.org**.