Infographic Press Deck

CFP BOARD

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MOTIVATE AND PERSUADE THE HEARTS AND MINDS OF THE PEOPLE THAT MATTER MOST TO YOUR SUCCESS WE HELP YOU MOTIVATE AND PERSUADE THE HEARTS AND MINDS OF THE PEOPLE THAT MATTER MOST TO YOUR SUCCESS WE HELP YOU
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.
CONSUMER’S FINANCIAL SITUATION ELICITS NEGATIVE EMOTIONS

Those without a financial planner say they feel:

- 41% STRESSED
- 36% WORRIED
- 35% ANXIOUS
- 28% OVERWHELMED
- 24% NOT IN CONTROL
- 18% FRUSTRATED
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
Top reasons for why having a CFP® professional is important:

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

41% work for my best interest

25% most knowledgeable/experienced

Benefits Experienced

41% addresses comprehensive set of issues/needs

24% addresses comprehensive set of issues/needs

38% addresses comprehensive set of issues/needs

Emotions Experienced

27% confidence

31% confidence

35% security
CFP® PROFESSIONALS PLAY IMPORTANT ROLES

Roles a CFP® professional plays for you:

- partner: 23%
- navigator: 20%
- counselor: 19%

How consumers describe their CFP® professional:

- Professional: 68%
- Knowledgeable: 62%
- Trustworthy: 59%
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:

- 71% CONFIDENT
- 58% OPTIMISTIC
- 57% AT EASE/CALM
- 57% SECURE
- 49% IN CONTROL
- 40% HOPEFUL