

# We're raising the bar on ethics. But don't take our word for it, take theirs.

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*CFP Board has been a pioneer in establishing and promoting professional, competent, and ethical financial planning services. AARP strongly agrees with the CFP Board's broadening of the fiduciary standards for CFP® professionals and requiring them to put a client's best interest first at all times.*

**AARP**

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*These revisions will provide enhanced protections for investors who turn to CFP® professionals for financial advice, ensuring that investors receive advice that is in their best interest at all times during the relationship.*

**Consumer Federation of America**

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*It is a comfort to investors to know that the highest standard of investor advice and duty of care will be upheld by CFP® professionals.*

**Consumer Action**

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*We are firm believers in the need for investor protections. We support these proposed Revisions because they offer expanded protections to investors seeking financial planning guidance that is in their best interest.*

**National Consumers League**

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The financial world has never been as complicated as it is today. More and more, people are demanding that the financial professional they choose to work with put their best interest above all else. That's been a given at CFP Board for years. However, in view of today's financial climate, we're developing a Revised Code of Ethics and Standards of Conduct.

These consumer advocates recognize that raising the standards for those who provide financial advice is an important step forward for consumers and for the financial profession as a whole.

CFP Board has always taken our role of benefiting the public with the utmost seriousness. We know that we are dealing with far more than numbers and dividends. We are dealing with people's lives and the lives of their families. There is no greater responsibility.

**CFP BOARD**

**CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.**

To find a CFP® professional, visit [letsmakeaplan.org](https://letsmakeaplan.org)