



GREAT CAREERS
BEGIN WITH
CFP® CERTIFICATION

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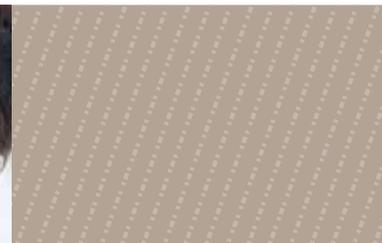
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CERTIFIED FINANCIAL PLANNER
BOARD OF STANDARDS, INC.

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A CAREER IN DEMAND



With a growing demand for qualified personal financial planners, now is the time to become a Certified Financial Planner™ professional. Whether you're just starting your education, looking to change careers, or seeking to improve your professional status, CFP® certification can open the door to more and better opportunities.

RECRUITED BY BANKS
AND TRUST COMPANIES,
TRADITIONAL
BROKERAGE HOUSES,
INSURANCE BUSINESSES,
AND FINANCIAL
PLANNING FIRMS

A CAREER IN DEMAND

At a time when unemployment is soaring and

many Americans are reaching retirement age, the need for personal financial planning expertise is greater than ever. Recruiters and prospective employers recognize CFP® certification as the most desired designation in this growing field.

BUILD YOUR FUTURE BY HELPING OTHERS BUILD THEIRS

- High income potential
- Dynamic, respected profession
- The satisfaction that comes with helping people plan for their futures

As a financial planner with valuable expertise, you can expect personal satisfaction as well as financial rewards. Financial planners consistently report an increase in average annual gross earnings after receiving their CFP® certification.

MAKE AN IMPACT

- Solve financial problems
- Help people meet their financial goals
- Serve as trusted advisor, counselor and coach

You can make a difference at a time when more Americans are struggling to pull their finances together and plan for the future. The financial planning career path is expected to grow 41% by 2016, according to *Money Magazine* and *Payscale.com*.

CFP® CERTIFICATION: THE GOLD STANDARD IN PERSONAL FINANCIAL PLANNING

- Education: Approved curriculum
- Examination: Comprehensive 2-day exam
- Experience: 3 years practical experience
- Ethics: Strict code of conduct

Only a select group of planners have met the rigorous requirements necessary to call themselves Certified Financial Planner™ professionals. CFP® certification maintains rigorous standards and communicates your expertise and credibility.

Be a financial hero. Certified Financial Planner™ professionals are uniquely qualified to help individuals pull all their finances together, solve financial problems, and make a plan to achieve their financial goals. To learn more about studying personal financial planning or becoming a Certified Financial Planner™ professional, visit CFP.net.