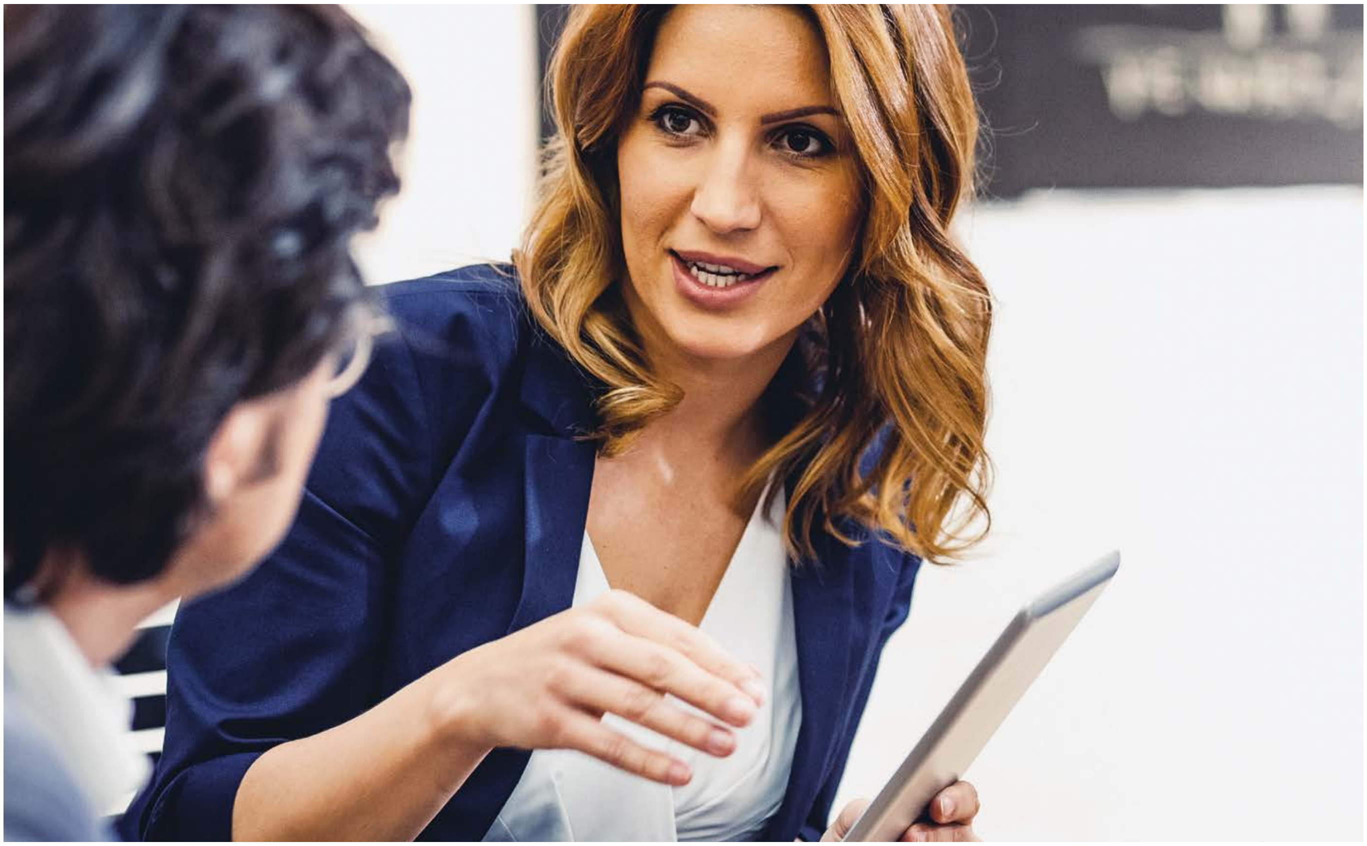
A RESOURCE GUIDE
FOR FIRMS

CFP BOARD



CFP BOARD'S MISSION STATEMENT

The mission of Certified Financial Planner Board of Standards, Inc. (CFP Board) is to benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for competent and ethical personal financial planning.

CERTIFIED FINANCIAL PLANNER™ certification is the standard of excellence in financial planning. CFP® professionals meet rigorous education, training and ethical standards and are committed to serving their clients' best interests today to prepare them for a more secure tomorrow. Over the years, each of the certification requirements has been strengthened to ensure the CFP® certification's relevance for the public in need of competent and ethical personal advice.

CFP Board's work extends beyond administering the CFP® certification process and upholding the standards. Since 2015, CFP Board's Center for Financial Planning has been bringing our profession together, leveraging collective resources to create a more diverse and sustainable financial planning profession. CFP Board and the Center for Financial Planning work together to meet the public's need for competent and ethical financial planning advice and to continue to advance the profession.

We hope this guide serves as a useful resource in understanding the many ways we can engage with your firm or organization.

STRATEGIC PRIORITIES

To give focus to CFP Board's work to further its mission, CFP Board's Board of Directors and executive leadership team develop multi-year strategic plans for the organization's operations, built around a framework of strategic priorities.

For more than 35 years, CFP Board has worked to uphold CFP® certification for the benefit of the public. That work has involved all our various stakeholder groups — financial planners, their firms, their educators and the broader academic community, policymakers, regulators, investor advocates and other influencers. With that engagement, the clarity of our mission and our demonstrated ability to execute and take action to advance the profession for the public's benefit, we have earned a special role in the financial advice ecosystem.

CFP Board consulted with nearly a hundred leaders across the financial advice ecosystem and with our CFP® professionals to help determine where CFP Board can have the most impact. The advice that was given helped produce CFP Board's updated strategic plan, which focuses on the future of the financial planning profession and the financial advice industry. These strategic priorities will guide the organization's operations and advance our mission to benefit the public.

ACCESS

CFP Board expands **Access** to competent and ethical financial planners by increasing the number and diversity of CFP® professionals.

WORKFORCE

CFP Board develops a sustainable and diverse financial planner **Workforce**.

STANDARDS & CERTIFICATION

CFP Board sets, administers and encorces **Certification Standards** that warrant public trust.

COMMUNITY / REGULATORY

ENGAGEMENT

CFP Board engages the financial advice ecosystem to advance the financial planner profession and influences policy for the benefit of the public.

AWARENESS

CFP Board increases **Awareness** of CFP® certification as the must-have financial planner credential for consumers and advisors.

SUPPORTING CFP® CERTIFICATION: SOLUTIONS FOR YOUR FIRM

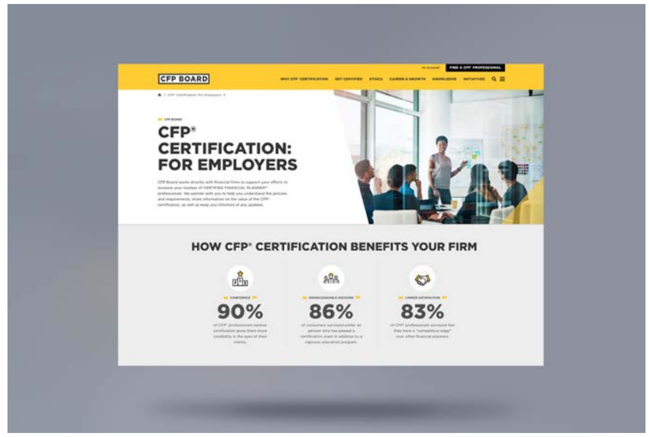
Corporate Relations

Using data and industry best practices, Corporate Relations helps firms of all sizes looking to engage with CFP Board, learn more about CFP® certification, and add CFP® professionals to their workforce. Acting as the gateway to CFP Board, Corporate Relations regularly meets with firm leadership and often speaks to advisors interested in certification at firm webinars and events.

As part of their support for firms, Corporate Relations offers aggregated data which provides three levels of insight. First, industry benchmarking offers insights by positioning a firm against a group of their peers. Next, firm dashboards ‘zoom in’, looking specifically at metrics related to a firm’s CFP® professional population. Lastly, CFP® certificant reports take an even more detailed look, sharing the certification status and remaining Continuing Education requirements of individual advisors.

Firms interested in meeting the ever-increasing consumer demand for quality financial planning and holistic advice relationships typically want to grow their population of CFP® professionals. Corporate Relations provides solutions for firms

Firm Dashboard Analytics



Learn more about how CFP® certification benefits employers by visiting ***cfp.net/for-employers****.*

by collaborating on CFP® certification campaigns, promoting the value of financial planning and helping advisors understand the impact becoming a CFP® professional can have in relationships with clients and on their career as a whole. The Corporate Relations “Campaign Checklist” is a good resource for firms interested in increasing their CFP® professional numbers. Partnering with Corporate Relations can increase a firm’s CFP® certificant numbers, assist with diversity recruiting and open up collaboration opportunities with CFP Board’s Center for Financial Planning.

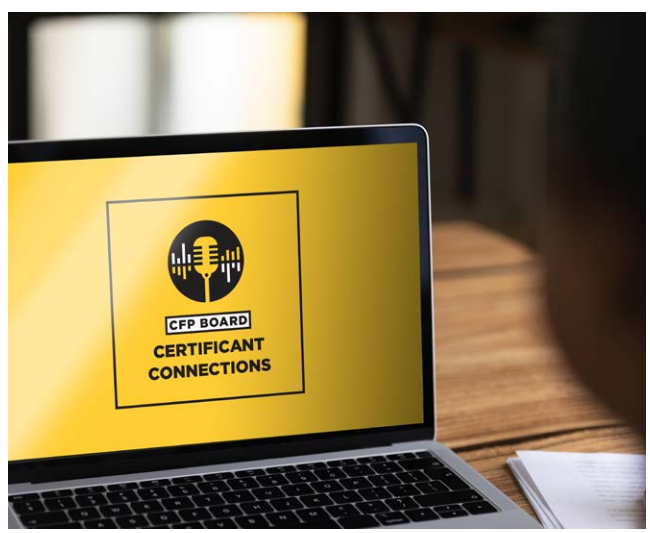
Corporate Relations helps firms see CFP® certification as a solution through education, sharing industry best practices and drawing insights from conversations with firms across the country. These findings are released both in Strategic Conversations and the Firm’s Forum blog. These pieces, as well as other resources for firms, can be found at **cfp.net/for-employers** and include discussions on measuring the benefits of financial planning, implementing a designation strategy, client experience, and much more.

Looking to engage with CFP Board? Email us:
CorporateRelations@cfpboard.org

The Recognized Standard for Financial Planning: Promoting CFP® Certification to Advisors

Before anyone can call themselves a CFP® professional they must meet rigorous education, examination, experience and ethical requirements. These requirements ensure trust and confidence in the CFP® marks, but they can also be intimidating to advisors. CFP Board offers several resources to support firms looking to encourage their advisors to earn the most well-known designation in financial planning.

For data driven advisors, CFP Board offers consumer and advisor research that highlights the positive impact of CFP® certification. From increased consumer trust to higher annual revenue to increased confidence, surveys and studies consistently find benefits to becoming certified. Many of these benefits are included in a 3-minute video message from CFP Board's CEO, which firms have shared through internal websites and email newsletters.



For advisors that have questions, CFP Board also regularly conducts webinars highlighting industry trends, the benefits of certification, describing the certification process, and answering questions. These webinars are customized to a firm's needs and can be a 15-minute addition to a regular firm call or an hour-long standalone webinar.

To discuss a webinar, please email CorporateRelations@cfpboard.org

Access all of CFP Board's employer resources: CFP.net/for-employers

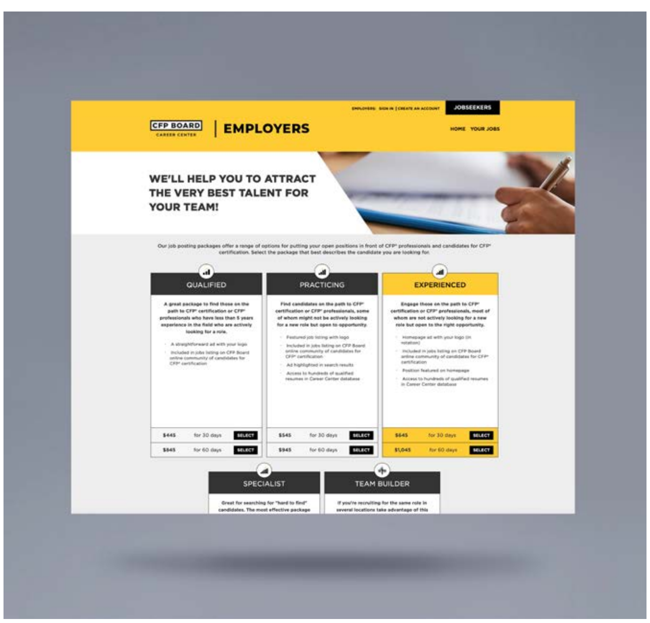
Talent Acquisition

The CFP Board Center for Financial Planning was launched to address a significant challenge facing the financial planning profession: an aging workforce that is shrinking and lacks diversity at a time when consumer demand for personal financial planning advice has never been greater. The Center is serving as a catalyst to convene all corners of the profession and beyond to address this challenge by creating a more diverse and sustainable financial planner workforce.

The CFP Board Career Center helps firms connect with highly qualified talent. Job posting packages offer a range of options for putting your firm's open positions in front of CFP® professionals and candidates for CFP® certification.

Twice a year, CFP Board holds virtual career fair events connecting employers with job seekers. The online platform allows employers to interact with qualified candidates in a cost-effective manner. CFP Board virtual career fairs are typically held in the spring and fall.

Visit the Career Center: employers.careers.CFP.net



Employers can use the CFP Board Career Center to post career opportunities.

Establishing quality relationships with the institutions with a financial planning program that satisfies CFP Board's coursework requirement can be a valuable tool in a firm's hiring efforts. CFP Board does not endorse one program over the other but suggests that firms familiarize themselves with the types and format of these registered programs.

Explore the CFP Board Registered Programs: CFP.net/FindEducation

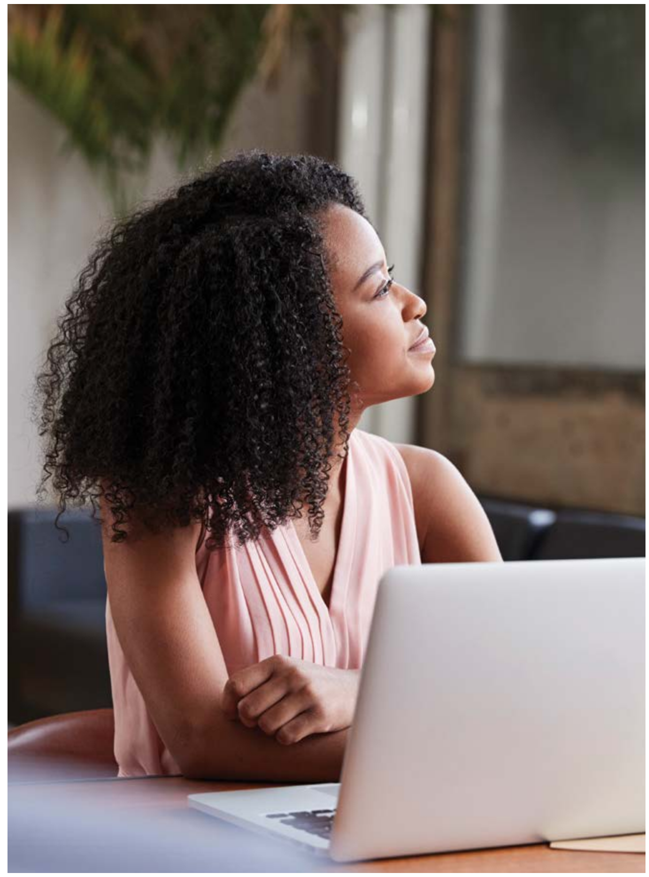
LEARNING AND NETWORKING

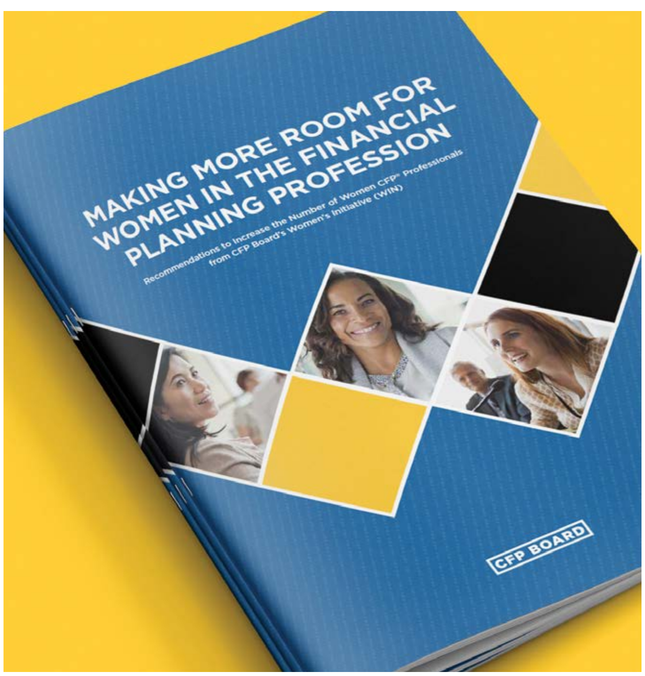
Volunteer Opportunities

Firms wanting increased engagement with CFP Board should consider the variety of ways volunteers support CFP Board's work, including leadership and governance roles, exam development activities, service on disciplinary hearing panels and more.

Support for Candidates

The CFP Board Mentor Program connects candidates who plan to sit for the CFP Board exam with CFP® professionals to share their knowledge and experience related to the exam. The mentorship relationship is designed to last four months, beginning at exam registration and ending after the exam has been taken.
The Women's Initiative (WIN) works to address the challenge of under-representation of women in the financial planner workforce. WIN Advocates are CFP® professionals who work within their communities to promote financial planning as a rewarding career for women.





Become a volunteer: CFP.net/volunteer
Staying connected with CFP Board is the first step to increasing your firm's engagement with us. Regular (monthly to quarterly) review calls with Corporate Relations are recommended. You can also connect with us on social media platforms (Facebook, LinkedIn, Twitter and YouTube), through our various newsletters or our Corporate Relations blog.

Subscribe to our newsletters:
CFP.net/StayConnected

Firms wanting increased exposure within the financial advice ecosystem have many opportunities offered through conference attendance and sponsorship, scholarships for CFP® candidates and corporate sponsorship of The Center for Financial Planning.

CFP Board Conference

The CFP Board Conference is the annual meeting in which representatives from Firms join CFP Board Registered Programs. Attendees will have a unique opportunity to meet, network and share knowledge and content that advances their roles in and their impact on the future of financial advice. Sponsorship of this conference demonstrates your firm's commitment to the financial planning profession and can also offer networking opportunities, main-stage exposure and recognition on conference marketing materials.

Looking for more information on the next CFP Board conference? Send an email to **Conference@cfpboard.org**

The Center for Financial Planning

The Center for Financial Planning hosts the Diversity Summit which serves as a platform for a discussion of initiatives that can advance racial diversity in the financial planning profession. Sponsorship of this conference allows attendees to see your firm as a true stakeholder in advancing diversity and inclusion in financial planning.

The Center for Financial Planning also hosts the Academic Research Colloquium for Financial Planning and Related Disciplines. This is a meeting of researchers, practitioners, graduate students and leaders in the financial planning profession. It is hosted annually to gather, share and showcase rigorous, relevant research that directly or indirectly relates to the financial planning body of knowledge or financial planning practice.

Your firm's gift to one of the Center for Financial Planning's scholarship programs enables qualified individuals to start or complete the education requirement for attaining CFP® certification. Donations help build the talent pipeline, foster diversity and offer your firm the opportunity to publicly communicate your commitment to the financial planning profession.

Looking to support or receive more information on The Diversity Summit, Academic Research Colloquium, and scholarships?

Please email **mail@cfpboard.org** and include the opportunity you're interested in as the subject line.

SUPPORT FOR YOUR FIRM'S CFP® PROFESSIONALS

There is demand by consumers for CFP® professionals. Every year, there are over 500,000 searches for CFP® professionals on LetsMakeAPlan.org (CFP Board's consumer focused website). CFP® professionals must opt-in to this search tool and can do so through their CFP Board account (CFP.net/login). Additionally, CFP Board offers electronic, printed, and video resources for advisors to share with their clients.

Access advisor resources:
CFP.net/ClientResources

Do Your CFP® Professionals Need CE?

Each year CFP Board accepts more than 14,000 continuing education programs submitted by 1,200+ continuing education sponsors. Advisors can search through all the available CE programs by topic, format, credit hours, and complexity using CFP Boards Find a CE Program search tool.

Find a CE Program: CFP.net/FindCE

Additionally, CFP Professionals looking to stay current on their certification requirements can see all relevant dates and next steps on their CFP Board account (CFP.net/login). Through this portal, CFP® professionals can also download their CFP® certificate and access the CFP Board store.

CFP BOARD

CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.

1425 K St NW #800, Washington DC 20005 | CFP.net

Have a question? Contact Corporate Relations at CorporateRelations@cfpboard.org