

CFP BOARD

**PULSE SURVEY:
THE IMPACT OF COVID-19
ON CFP[®] PROFESSIONALS
AND THEIR CLIENTS**

APRIL 21, 2020

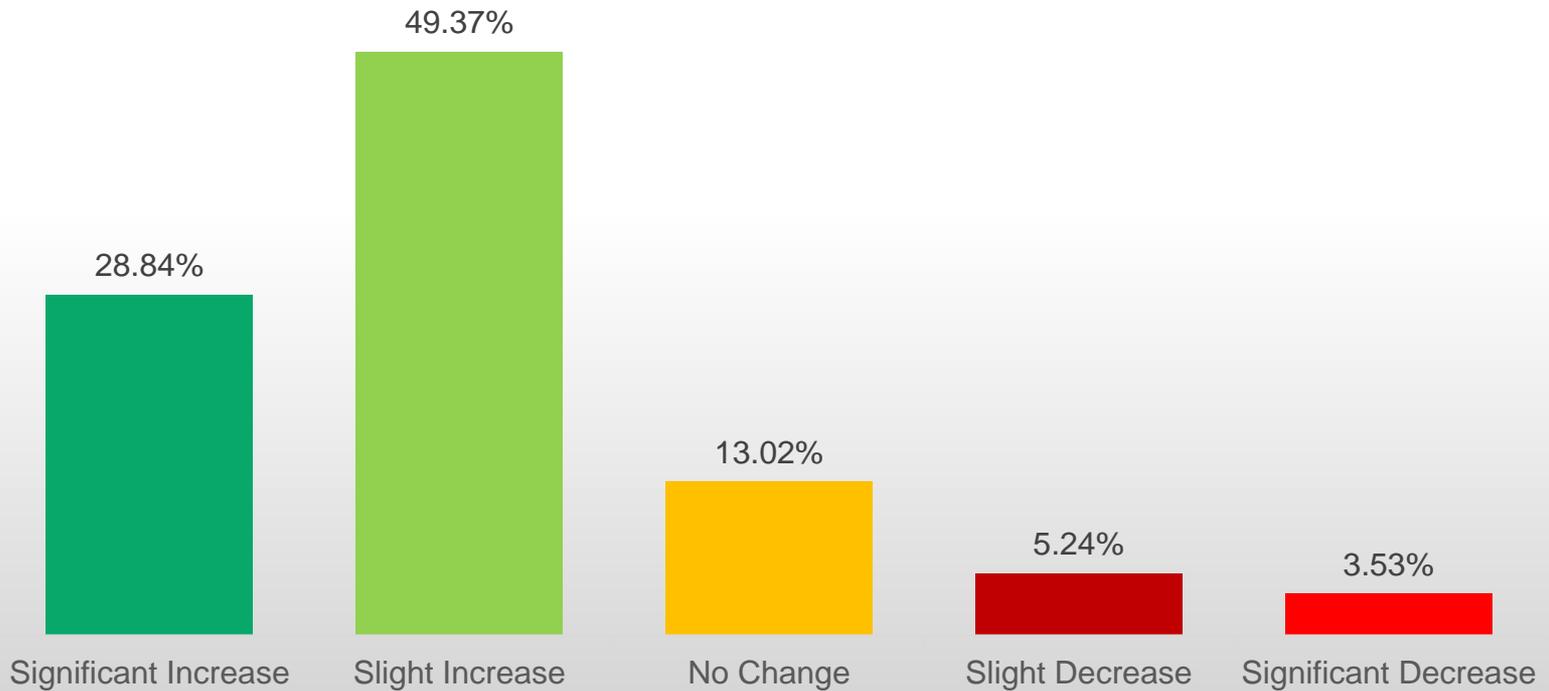
- Objective: Explore the impact of the COVID-19 pandemic on CFP® professionals and their clients
- Conducted online from April 6-13, 2020 via SurveyMonkey
- Random sample of CFP® professionals invited to participate
- 1,078 respondents fully completed the survey

- CFP® professionals are reporting increased client inquiries during the COVID-19 pandemic, with more than 78% of survey respondents reporting an increase.
- During the COVID-19 pandemic, clients are contacting CFP® professionals with a range of concerns, with more than 70% of survey respondents reporting clients raising concerns with managing volatility, and with protecting assets.
- CFP® professionals are recommending that their clients take a long-term view as they address their financial concerns.
 - More than 36% of survey respondents say their primary advice to clients is “Sit tight. Wait to make any major financial decisions until volatility decreases.”
 - More than 16% of survey respondents say their primary advice to clients is to rebalance their portfolios.
 - Another 16% say their primary advice is to review and update short- and long-term goals.

- CFP® professionals believe in the value of a financial plan. More than 94% of survey respondents agree that Americans with a financial plan are more likely to make progress toward their goals, even during these uncertain times.

- CFP® professionals are experiencing a variety of challenges in serving their clients during the COVID-19 pandemic.
 - More than 17% of survey respondents state that their primary challenge is “Maintaining more frequent communications with clients and prospects.”
 - Another 17% of survey respondents state that their primary challenge is “The emotional factor. Clients are leaning on me as a therapist first, planner second.”

More than 78% of Respondents report an increase in client inquiries during the previous 30 days during the COVID-19 pandemic.



N= 1106

Question: Have you seen a change in the volume of inquiries from your clients over the past 30 days, as the COVID-19 pandemic has evolved?

TOP CONCERNS OF CLIENTS

Managing volatility and protecting assets are the top concerns
Respondents have heard from clients during the COVID-19 pandemic.

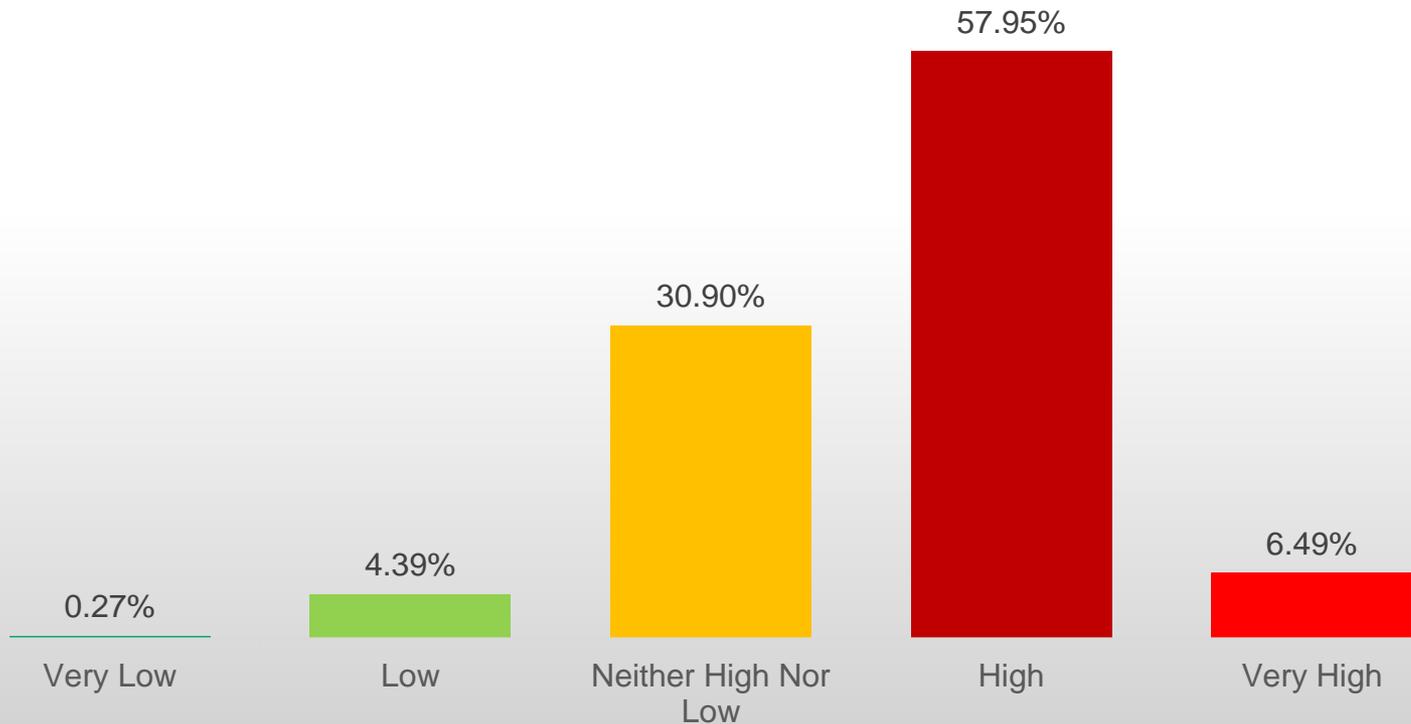
Top Client Concerns	Total	Top Client Concerns	Total
Managing volatility	74.41%	Managing debt	5.97%
Protecting assets	72.06%	Rent or mortgage payments	4.16%
Liquidity	35.08%	Financing a large expense (wedding, vehicle, etc.)	3.44%
Unemployment or reduced income	33.63%	Cost of healthcare	3.16%
Saving enough for retirement	29.02%	Caring for aging parents	2.71%
Falling interest rates	10.04%	Financing children's education	1.54%
Taxes	9.22%	Other	15.55%

N= 1106

CLIENT STRESS LEVELS



Nearly two thirds of Respondents describe the general stress level of their clients as High or Very High.



N= 1094

PRIMARY RECOMMENDATIONS TO CLIENTS



Respondents are recommending that their clients take a long-term view as they address their financial concerns.

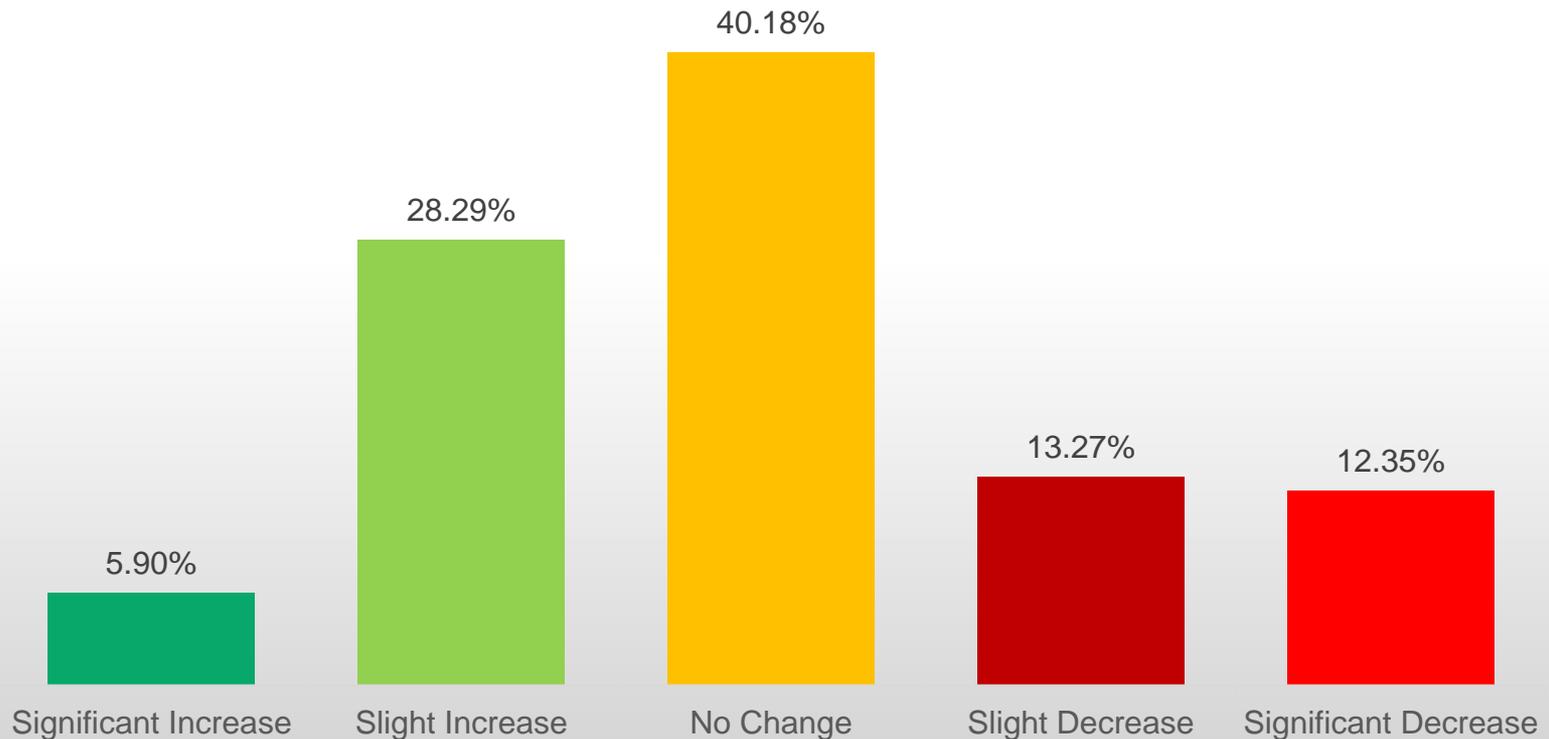
Primary Recommendations to Clients	Total
Sit tight. Wait to make any major financial decisions until volatility decreases	36.35%
Rebalance portfolio	16.55%
Review and update short- and long-term goals	16.09%
Invest more in the stock market	6.51%
Look for investment options with downside protection as well as upside potential	3.44%
Reduce or limit discretionary spending	2.89%
Prioritize liquid assets	2.80%

N= 1106

INQUIRIES FROM PROSPECTIVE CLIENTS



More than one third of Respondents report an increase in inquiries from prospective clients, and about 25% report a decrease.



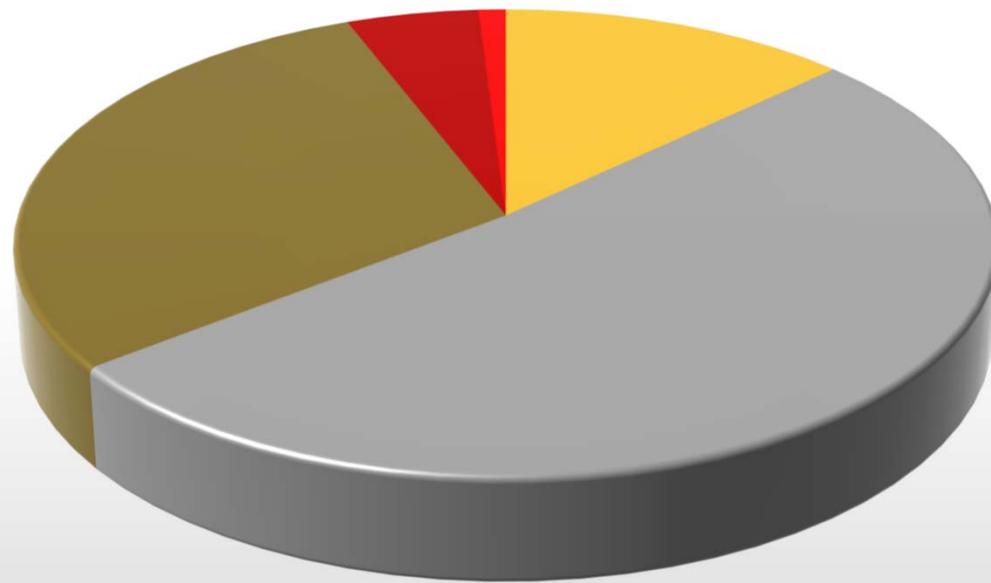
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Question: Have you seen a change in the volume of inquiries from prospective clients over the past 30 days, as the COVID-19 pandemic has evolved?

GROWING DEMAND FOR FINANCIAL ADVICE IN WAKE OF COVID-19



A majority of Respondents agree that more Americans will seek professional financial advice in the wake of COVID-19.



12.97% - Strongly Agree

51.52% - Agree

29.62% - Not Sure

4.88% - Disagree

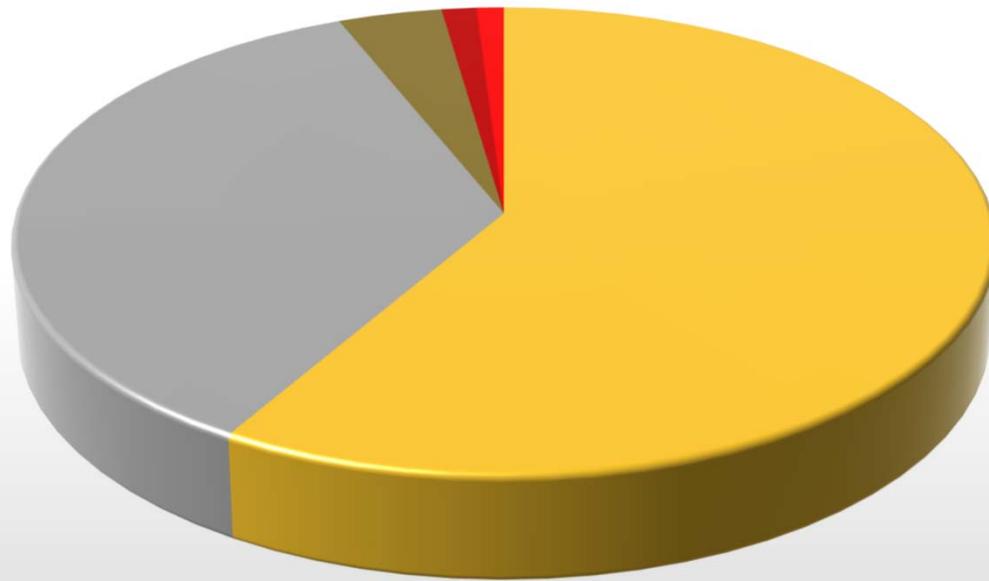
1.01% - Strongly Disagree

N= 1087

AMERICANS WITH FINANCIAL PLANS MAKE PROGRESS DESPITE COVID-19



More than 94% of Respondents agree that Americans with a financial plan are more likely to make progress toward their goals, even during these uncertain times.



58.73% - Strongly Agree

35.57% - Agree

3.86% - Not Sure

1.29% - Disagree

0.55% - Strongly Disagree

N= 1088

Question: To what extent do you agree with the statement, “Americans with a financial plan are more likely to make progress toward their goals, even during these uncertain times.”

PRIMARY CHALLENGES

Increased communications and counseling for clients are among the biggest challenges reported by Respondents.

Primary Challenges	Total
Maintaining more frequent communications with clients and prospects	17.61%
The emotional factor. Clients are leaning on me as a therapist first, planner second	17.24%
Establishing relationships with new clients	13.07%
Conducting client meetings by phone or video conference and not in person	10.66%
Balancing the needs of my clients with my own personal/family needs	10.29%
Planning in anticipation of possible economic recession	9.36%
Working remotely	8.53%

N= 1079

CHANGES TO PROFESSIONAL OR PERSONAL GOALS



Despite the challenges COVID-19 has caused for them and their clients, nearly 80% of Respondents have not changed their goals.

Changes to Professional or Personal Goals	Total
No change	79.04%
I am considering extending my planned retirement date and working longer	6.96%
Other (please specify)	5.84%
I am scaling back work to focus on family and/or other priorities	3.34%
I am considering retiring earlier than planned	3.15%
I am planning to pursue new educational opportunities	3.15%
I am looking for a new position in the financial services field	0.83%
I am considering career options in another field	0.83%

N= 1078

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As of March 30, 2020, CFP[®] certification is held by 86,239 people in the United States. Learn about the demographics of our CFP[®] professionals at:
www.CFP.net/knowledge/reports-and-statistics

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