



# CFP Certification: Financial Planning's Mark of Professional Distinction



FINANCIAL PLANNING STANDARDS BOARD

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CERTIFIED FINANCIAL PLANNER | CFP

Financial Planning Standards Board Ltd. (FPSB) owns the CFP, CERTIFIED FINANCIAL PLANNER and CFP (with flame logo) marks outside the United States, and permits qualified individuals to use these marks to indicate that such individuals have met FPSB's initial and ongoing certification requirements.





## CFP Certification Standards


**Ethics.** CFP professionals adhere to the principles of Client First, Integrity, Objectivity, Fairness, Professionalism, Competence, Confidentiality and Diligence.

**Competency.** CFP professionals complete courses in the body of knowledge for financial planning; demonstrate the ability to develop viable financial plans for clients; and meet appropriate work experience requirements.

**Practice.** CFP professionals meet conduct and fitness standards, and follow FPSB's financial planning process when delivering financial planning to clients.

**Continuing Professional Development.** CFP professionals complete ongoing learning and development obligations to maintain the right to use the CFP marks.

### The Mark of a Growing Profession

In 23 countries and territories around the world, financial advisers seeking to establish themselves as qualified, competent and ethical financial planners are choosing financial planning's marks of professional distinction – CFP, CERTIFIED FINANCIAL PLANNER and .

More than 120,000 CFP professionals have met rigorous competency, ethics and practice standards and CFP certification requirements, qualifying them to develop financial planning strategies that assist clients in achieving their financial and life goals. CFP professionals typically review relevant aspects of a client's situation across a large breadth of financial planning activities, which may include financial management, asset management, risk management, tax planning, retirement planning and estate planning.

### Excellence in Financial Planning

Although financial planning is gaining prominence as a professional practice globally, people who call themselves financial planners often do so with little or no training or oversight. CFP professionals, on the other hand, have demonstrated their commitment to excellence in financial planning by meeting initial and ongoing competency, ethics and practice standards and agreeing to abide by professional conduct rules and ongoing competency and practice requirements.

The standards and requirements for the international CFP certification programs are based on a global framework created by Financial Planning Standards Board Ltd. (FPSB), the preeminent international standards-setting body for competent and ethical financial planners. FPSB's framework includes empirical research of the abilities, professional skills and knowledge needed to practice financial planning. In addition to meeting initial education, assessment, experience and ethics requirements, CFP professionals also complete continuing professional development and abide by requirements localized to a territory by FPSB's member organization in that territory.

Whether providing comprehensive financial planning or focusing on one area of a client's financial life, CFP professionals use the financial planning process and put the client's interest first when developing strategies and solutions. With competency a cornerstone of the CFP certification program, and a requirement that CFP professionals have appropriate experience to advise clients, consumers can have confidence in the ability of CFP professionals to address their financial planning needs.

### Meeting a Global Standard

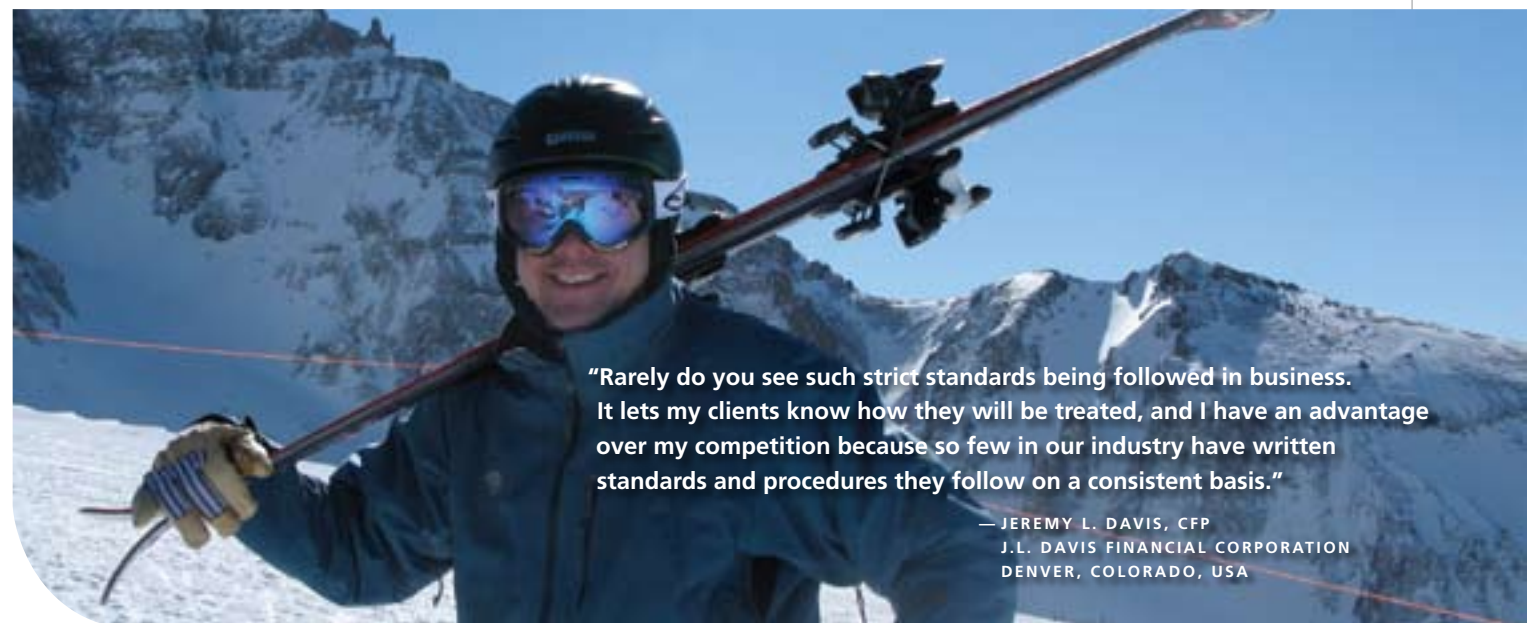
CFP professionals are part of a growing global community of financial services practitioners who place clients' interests first as part of their commitment to financial planning professionalism, and who embrace FPSB's Code of Ethics and Professional Responsibility and Financial Planning Practice Standards.

As regulators and consumer protection groups around the world call for appropriate levels of disclosure and transparency with clients, and consumers increasingly seek and rely on competent and ethical professionals to guide their financial decisions, CFP professionals are becoming the advisers of choice for the public's financial planning needs.

FPSB and the 23 nonprofit organizations that administer the CFP certification program are committed to developing, promoting and enforcing world-class standards for financial planning and financial planners. And CFP professionals have committed to excellence in financial planning to benefit consumers and to support the emergence of financial planning as a distinct professional practice – all over the world.

## Keepers of the Flame

Let's take a look at some of the people who have embraced financial planning professionalism and earned CFP certification. They may live in various other countries and speak foreign languages, work in different practice settings, and deal with varying types of clients and financial situations. But they have one quality in common – an abiding passion for helping clients achieve their dreams and a commitment to being the number one choice for consumers seeking competent, ethical and trustworthy financial planners.



**"Rarely do you see such strict standards being followed in business. It lets my clients know how they will be treated, and I have an advantage over my competition because so few in our industry have written standards and procedures they follow on a consistent basis."**

— JEREMY L. DAVIS, CFP  
J.L. DAVIS FINANCIAL CORPORATION  
DENVER, COLORADO, USA

### **Jeremy L. Davis, CFP®** *United States of America*

Jeremy Davis loves the outdoors almost as much as the family business. An avid skier, mountain biker, backpacker and golfer, Jeremy is co-owner of J.L. Davis Financial Corporation in Denver, Colorado, USA.

In 2009, Jeremy followed another passion and became a CERTIFIED FINANCIAL PLANNER professional. "CFP certification was the perfect fit for me," says Jeremy. "I pride myself on providing exceptional client service, so the idea of putting clients' interests first, as stated in the Code of Ethics, really resonated with me," he says. "Rarely do you see such strict standards being followed in business. It lets my clients know how they will be treated, and I have an advantage over my competition because so few in our industry have written standards and procedures they follow on a consistent basis."

### **Devang Shah, CFP™** *India*

Devang Shah believes his true involvement is with people, not money. "What counts cannot be counted," he says. A CFP professional who started Right Returns, India's first financial planning practice, Devang also received CFP certification in the United States in 2005. "I enjoy taking on challenges," says Devang. "My fulfillment comes from contributing time and effort to larger causes."

Devang started Right Returns in 2000 to help individual investors achieve their goals. "The financial planning process was totally non-existent in India then, and I ended up visiting Australia to learn more about the profession and the CFP mark. I built relationships with CFP practitioners there, which helped me start my practice and become part of the global financial planning community."



### **Jackie Palframan, CFP®** *South Africa*

Jackie Palframan is passionate about financial planning education. A CFP professional with nearly 20 years of experience in financial advice, Jackie is a senior lecturer at the Nelson Mandela

Metropolitan University in Port Elizabeth, South Africa. "When I found financial planning as a career, it was exhilarating," says Jackie. "It's such a dynamic career because it has an impact on everybody's lives."

In preparing students for careers as financial planners, Jackie works to ensure the curriculum at Nelson Mandela University provides practical experience through internships, as well as academic knowledge. She also recommends that students find mentors to help them learn. A lifelong student herself, Jackie is pursuing a Masters in Commerce, while also staying actively involved with the Financial Planning Institute of Southern Africa.

### **Neil Kendall, CFP®** *Australia*

A 22-year veteran of the financial services industry, Neil Kendall specializes in advice for small business owners, professionals and wealthy families. He also supports the financial planning profession by working with pro-bono clients each year, and acts as a mentor to financial advisers who plan to seek CFP certification. "Being a CFP professional is about operating at the highest level," says Neil. "It is a mark that recognizes professionalism and integrity."

Named 2006 "Money Management Financial Planner of the Year" in Australia, Neil believes now, more than ever, consumers need the help of CFP professionals. "The global financial crisis left a lot of investors wondering how they will manage," he says. "Using a CFP practitioner means getting the very best planner to help them."





"People rely on us to give them objective advice, and to do it with integrity. Clients know that when they work with a CFP professional, they will be treated fairly and with the utmost professionalism."

— RIAN KASLAN, CFP  
INDONESIA

## Global Certification, Local Impact

CFP certification is the only globally recognized mark of professionalism for financial planners. When seeking objective, expert and trusted financial planning advice, look for the CFP mark.



**Eun-Ok Jung, CFP®**  
*Republic of Korea*

Eun-Ok Jung is a financial consultant for Mirae Asset Life Insurance in Seoul, where she feels tremendous loyalty to the clients who have trusted her with their

money. "Since the clients made me what I am, I need to walk down the path of life with them together as their partner – for me, financial planning is about a long-term commitment to a professional relationship," she says. "I feel it is extremely important that the clients always come first."

With life expectancies growing, Eun-Ok Jung believes people must be careful about the financial choices they make and the products they choose, and that's where CFP professionals can help. "If a person chooses unsuitable advice or products and does not monitor the situation properly, even for just a short time, the results can be disastrous,"

she says. "Clients need a CFP professional who can stand by them and provide objective and professional advice, during good and bad times, throughout their lives."

**Rian Kaslan, CFP®**  
*Indonesia*

The head of wealth management for a major bank in Indonesia, Rian Kaslan is an award-winning professional who achieved CFP certification in 2008. She has received honors for integrity, teamwork and excellence, and for consistently exceeding customers' expectations.

"People rely on us to give them objective advice, and to do it with integrity," says Rian. "Clients know that when they work with a CFP professional, they will be treated fairly and with the utmost professionalism. That high standard is why I took the CFP certification exam."

### Learn More About CFP Certification

Financial Planning Standards Board Ltd.'s CFP certification standards have been developed to prepare financial planners to work in their clients' interests across a broad range of financial matters.

To administer the CERTIFIED FINANCIAL PLANNER certification program, FPSB enters into licensing and affiliation agreements with nonprofit organizations that become FPSB Affiliates. By meeting and maintaining FPSB's affiliation requirements and standards, FPSB Affiliates are authorized to administer the CFP certification program on behalf of FPSB.

FPSB's rigorous enforcement of its certification standards, through its network of FPSB Affiliates, and adherence to a public-interest mission have helped establish CFP certification as the mark of professional distinction for financial planning worldwide.

To learn more about CFP certification, visit [www.fpsb.org](http://www.fpsb.org).