



CERTIFIED FINANCIAL PLANNER™

August 28, 2018

Dear Reporters and Editors,

There are more than 184 financial certifications and designations, according to FINRA – and the number grows every month. There is rarely regulation over the types of titles that financial professionals use. So, how does the public know whom to turn to and trust when it comes to their personal finances?

The answer is simple – the CERTIFIED FINANCIAL PLANNER™ certification. To help raise awareness about the CFP® certification, CFP® Board – a professional body for personal financial planners in the U.S. that sets standards for financial planning – is starting a new Public Awareness Campaign on September 4th.

This campaign is developed from market research conducted by CFP Board on consumer sentiment toward the financial planning profession, and the benefits working with a CFP® professional brings to one's life. In our research, we found that consumers who work with a CFP® professional feel more confident, optimistic, secure and at ease. This is in stark contrast to the worry and stress highlighted by people who did not have a financial plan in place or one developed by another advisor.

Our research affirms that people benefit from help with financial planning, and they exhibit specific emotional benefits from doing so with a CFP® professional. The peace of mind that comes from having a plan in place is powerful—and no two plans look the same.

Throughout this campaign, we're aiming to share personal stories that illustrate how working with a CFP® professional can help all Americans achieve their financial goals and create peace of mind.

We hope you'll join us in telling these stories.

Best,

A handwritten signature in black ink that reads 'Kevin R. Keller'.

Kevin R. Keller, CAE
Chief Executive Officer
CFP Board