



## Certified Financial Planner (CFP®)

Professional financial planning takes a holistic approach to an individual's financial life. A qualified financial planner will consider a client's goals, stage in life, personal circumstances and risk tolerance. They will make recommendations for growing and preserving wealth, minimizing tax, estate planning, insurance - and more, depending on the individual they are working with.

In some cases, this same professional will be involved in executing some of the recommendations (e.g. sell specific products). In other cases, these transactions will be done separately with other professionals.

### The CFP® Designation

For financial planning the Certified Financial Planner™ (CFP®) designation is considered the highest standard in Canada and internationally. More than 16,000 individuals in Canada have earned the CFP designation and about the same number of students is currently working towards this designation. Internationally, there are now more than 90,000 CFP professionals.

Many CFP professionals also hold additional designations and provide a range of services that can include financial planning as well as selling various products.

The CFP professional statistics that the Financial Planners Standards Council (FPSC) of Canada has been gathering for the past five years indicate that more than one-third of CFP professionals are now over the age of 50. This means there will be room for and a need for a new generation of professional planners in the years ahead.

### Why become a Financial Planner?

In the recent Quality of Work-Life survey CFP professionals cited a number of reasons for becoming a financial planner. These include: the independent and flexible nature of the position, the desire to work in an industry where it is possible to help people and have a positive effect on their lives, an interest in investing and finance and the opportunity for a potentially substantial income.

According to the same survey, financial planners love their jobs. For the most part, they feel they are well compensated for the work they do, feel financially



secure, on top of their career goals and are content with the amount of autonomy and flexibility they have in their work. And 81 per cent of respondents said that if given the chance, they would choose to become financial planners all over again.

## Why should you get CFP certification?

CFP professionals represent the largest body of professional planners in Canada. The standards CFP professionals meet each year set the financial planning bar at a level that leads the national development of the profession. By taking the next step and obtaining the credential, you show your clients your commitment to the financial planning profession. And the CFP designation is internationally recognized.

## How much can you expect to earn as a Financial Planner?

Compensation is in part related to the sector in which planners work and how long they have been in business. Generally, the longer planners have been in business and the more clients with high net worths they serve, the more they earn. A recent FPSC survey indicated that 31 per cent of planners under the age of 35 earned in excess of \$100,000.



## Where do financial planners work?

Every sector of the financial services industry employs individuals who are qualified to provide financial planning to clients. More and more, employers are looking specifically for those professionals who have taken the next step and earned the CFP credential. They are also instituting policies that encourage existing employees, through bonuses, paid courses and paid examination fees, to earn CFP certification. Attaining CFP certification CFP candidates must complete an accredited education program, complete the FPSC administered Certified Financial Planner (CFP) Examination and meet a work experience requirement.

## The Ashton CFP Program

Our CFP program is fully accredited by the FPSC. Our program is classroom based and our Faculty are experienced CFP professionals themselves who are able to guide you through the process. Experienced faculty and classroom interaction create an ideal recipe for success with CFP certification.

## Flexible Schedules and Locations

We offer a variety of different CFP program schedules and locations so that you can be fully employed and study at the same time. We will even hold classes at your place of employment if there is enough interest.

## Online Registration

You can register for a CFP course online at our website ([www.ashtoncollege.com](http://www.ashtoncollege.com)).

## Further Information

For further information, please review our website or call a student adviser.

