

# Why Firms Value CFP Professionals



92 firms representing  
12 territories  
120,117 financial advisers  
11,568 CFP professionals

Global research from Financial Planning Standards Board, conducted by Comparator Benchmarking, shows the positive impact CERTIFIED FINANCIAL PLANNER professionals have in financial services firms. Key findings include:

## CFP Professionals are More Productive and Profitable



61% agree **Business Profit Increased** as a result of employing CFP professionals.

## CFP Professionals Lower Compliance Risks and Complaints



## CFP Professionals = Satisfied Clients

78% of firms expect an increase in the number of people seeking advice from financial planners in 2014.



## CFP Professionals Make Great Employees

