



Longevity & Advancement

*International Average



Industry Demand

Over the next 12 months, the majority of firms plan to **grow** the number of CFP professionals by



Increasing Profitability



of firms that indicated that CFP professionals (in general) generate **higher levels of revenue** than advisers without CFP certification.



of firms that saw an **increase in business revenue** from CFP professionals, compared to those without CFP certification.



felt that CFP professionals had fewer complaints than those who are not certified.



of survyed firms said they plan to grow the number of CFP professionals.



of firms felt that employing CFP professionals translated to **lower** compliance and legal risks.

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These statistics were collected from FPSB's Global Value of CFP Certification Survey - Insights Into How Firms Value CFP Certification - Canada. December 24, 2013.