Information and Resources to Promote Financial Planning as a Career



Version: 2.0

Last Updated: 27/10/2023

Contents

[Information and Resources to Promote Financial Planning as a Career i](#_Toc149316954)

[Why become a professional financial planner? 1](#_Toc149316955)

[Need a quick elevator pitch? Use the following 1](#_Toc149316956)

[What do financial planners do? 1](#_Toc149316957)

[Who is FP Canada™ and how do they play a role here? 2](#_Toc149316958)

[Why earn a professional designation? 2](#_Toc149316959)

[What certifications does FP Canada Offer? 3](#_Toc149316960)

[Wonder what a day in the life of professional financial planners might look like? 3](#_Toc149316961)

[Helpful links and resources 4](#_Toc149316962)

## Why become a professional financial planner?

Financial planning is an in-demand profession that directly contributes to the wellbeing of society. As a successful financial planner, you will be a trusted partner through all phases of your clients’ lives. You will help them manage their everyday and complex financial needs with a plan that fits their diverse and changing circumstances. Your ongoing guidance will help build their financial confidence.

Financial planners are highly sought-after and have a diverse range of professional opportunities, including retail banking, wealth management, boutique financial services firms and as independent professionals.

**Help all Canadians achieve financial wellness. Imagine the difference you can make!**

## Need a quick elevator pitch? Use the following

As a successful financial planner, you’ll be a trusted partner through all stages of your clients’ lives. You’ll help them manage their everyday and complex financial needs with a plan that fits their diverse and changing circumstances. Your ongoing guidance will help build their financial confidence. Join an in-demand profession that directly contributes to the wellbeing of society.

Help all Canadians achieve financial wellness. **Imagine the difference you can make!**

### 

## What do Financial planners do?

Financial planning is the process of understanding an individual’s full financial situation and developing a plan to help them meet their goals in a way that maximizes the allocation of their financial resources. It is an ongoing process that doesn’t end at just building a financial plan. You will also help your clients implement the plan, monitor their progress, and revise the plan as needed.

Financial planning areas include:

1. Financial Management
2. Investment Planning,
3. Insurance and Risk Management,
4. Retirement Planning,
5. Tax Planning,
6. Estate Planning and Law for Financial Planning.

Financial planners collect and analyze information for each of the above listed areas. They asses each area separately, and in relationship with the other areas to build a holistic financial plan.

“I help people make sense of the noise. There are so many people out there talking about money, and I help make sense of it, so that my clients know what they need to know to make good decisions.”

– CFP® professional

## Who is FP Canada™ and how do they play a role here?

Established in 1995, FP Canada is a national not-for-profit education, certification, and professional oversight organization working in the public interest. FP Canada is dedicated to championing better financial wellness for all Canadians by leading the advancement of professional financial planning across the country. There are about 17,000 CERTIFIED FINANCIAL PLANNER® professionals and about 1,900 QUALIFIED ASSOCIATE FINANCIAL PLANNER™ professionals as at December 31, 2022, who are held to FP Canada’s rigorous professional and ethical standards. Visit the [FP Canada website](http://www.fpcanada.ca) for more information.

## Why earn a professional certification?

Getting certified is important because it demonstrates that an individual meets stringent proficiency and ethics requirements, including high levels of education and experience.

1. **Knowledge and skills**: Confirms that you have the knowledge, skills, experience, and ethics to provide financial advice

2. **Professional responsibility**: Shows your commitment to the highest ethical standards

3. **Professional brand**: Demonstrates your value to employers and clients

4. **Regulatory requirements**: Ensures that you keep pace with evolving legal and regulatory requirements

5. **Trust:** Fosters trust in the advice Canadians receive from you

In recent years, provincial governments in Ontario and Saskatchewan have passed laws requiring financial planners in those provinces to demonstrate their competence and professionalism by obtaining a financial planning certification. CFP® certification and   
QAFP® certification have been approved by the Financial Services Regulatory Authority of Ontario (FSRA) for use of the financial planner title in Ontario We look forward to other provinces implementing similar harmonized requirements in the future.

## What Certifications does FP Canada Offer?

FP Canada offers two professional financial planning certifications: Certified Financial Planner® certification and Qualified Associate Financial Planner™ certification.

**CFP® Certification**

CFP certification is the most widely recognized financial planning designation in Canada and throughout the world and is considered the gold standard for the profession.   
CFP professionals have demonstrated the knowledge, skills, experience, and ethics to provide holistic financial planning strategies and solutions at the highest level of complexity required of the profession, and work with their clients to build a financial plan so that they can Live Life Confidently™.

**QAFP® Certification**

QAFP professionals are ideally suited to help clients who want to grow their financial   
well-being. QAFP professionals have demonstrated the knowledge, skills, experience, and ethics to understand client needs as change happens and strategies evolve. Their advice is holistic and touches many aspects of each client's life. QAFP professionals serve a diverse population by offering advice for today's speed of life. This certification can also be a   
stepping-stone to CFP certification.

Learn more at [www.becomeafinancialplanner.ca](http://www.becomeafinancialplanner.ca)

## Wonder what a day in the life of professional financial planners might look like?

You can learn more about CFP professionals and QAFP professionals through FP Canada’s   
[Day-in-the-life series](https://www.fpcanada.ca/become-a-financial-planner/what-financial-planners-do#DITL). FP Canada reached out to professional financial planners with the intent of bringing their stories to future professionals (such as yourselves). These stories will not only provide a sneak peek into the lives of these successful professionals but can also help you understand the key personality traits that lead to success in the profession of financial planning.

Learn more at <https://www.fpcanada.ca/become-a-financial-planner/what-financial-planners-do#DITL>

## Helpful Links and Resources

1. Learn more about your career in financial planning at:   
   [www.becomeafinancialplanner.ca](http://www.becomeafinancialplanner.ca)
2. Download the ‘your career in financial planning’ brochure:   
   <https://www.fpcanada.ca/docs/default-source/students/fp-canada-finplan-career_bro_fin.pdf?sfvrsn=1db6b58d_11>
3. Sign-up for exclusive promotions, industry events, news, and updates about FP Canada certifications:   
   <https://www.fpcanada.ca/become-a-financial-planner/home#SignUp>
4. Download FP Standard to stay up-to-date with ideas, thoughts and trends in the financial planning profession: <https://www.fpcanada.ca/docs/default-source/default-document-library/fp-standard-autumn-2023.pdf?sfvrsn=134e4e7b_3>

CFP®, Certified Financial Planner® and CFP logo are all trademarks owned by Financial Planning Standards Board Ltd. (FPSB) and used under license. QAFP®, Qualified Associate Financial Planner™, QAFP logo and all other trademarks are those of FP Canada™. © 2023 FP Canada™.