

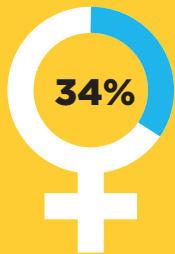
HOW DO FEMALE CFP® PROFESSIONALS APPROACH THE FINANCIAL PLANNING PROCESS?

MORE IN WRITING

Did you know that **33%** of female CFP® professionals provide written financial plans to three-quarters or more of their clients compared to just **22%** of their male counterparts?

33%

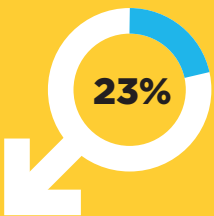
22%



34%

MORE COMPREHENSIVE FINANCIAL PLANS

On average, female CFP® professionals provide comprehensive financial plans to **34%** of their clients.



23%

Comparatively, male CFP® professionals deliver plans to under a quarter of their clients.



80%

MORE RETIREMENT AND ESTATE PLANNING ADVICE

80% of female CFP® professionals give retirement and estate planning advice to their clients versus **73%** for male CFP® professionals