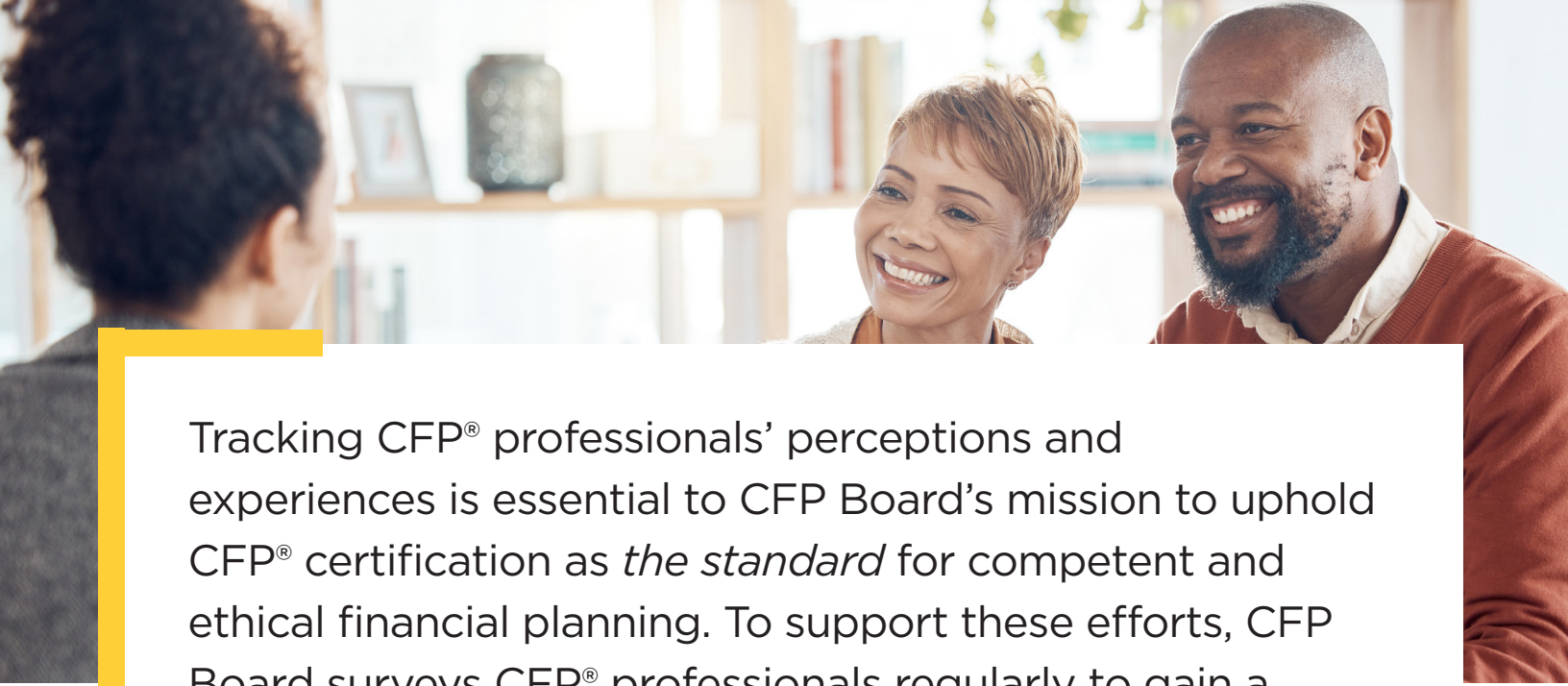


2024 CFP BOARD CERTIFICANT SURVEY RESULTS





Tracking CFP® professionals’ perceptions and experiences is essential to CFP Board’s mission to uphold CFP® certification as *the standard* for competent and ethical financial planning. To support these efforts, CFP Board surveys CFP® professionals regularly to gain a better understanding of their:



Satisfaction with their career



Satisfaction with CFP® certification



Satisfaction with CFP Board



Alignment with CFP Board activities and initiatives

CFP Board engaged Heart+Mind Strategies, an independent research firm, to survey select CFP® professionals. The anonymous online survey, conducted between mid-June and mid-July 2024, generated responses from 1,900 CFP® professionals. The data collected from the survey serves as the basis of this report.

2024 Survey of CFP® Professionals

CFP® professionals are satisfied with their financial planning career and CFP® certification:



87%

are satisfied with their career choice



89%

are satisfied with their decision to pursue CFP® certification

CFP® professionals say CFP Board's most important initiatives are:



Upholding the high **ethical standards** of CFP® certification



Upholding the **competency standards** of CFP® certification



Increasing public understanding, **acceptance and use** of CFP® certification



Building the CFP® certification brand and promoting it to the public

4 in 5

CFP® professionals say they have a “competitive edge” over non-certified financial professionals.

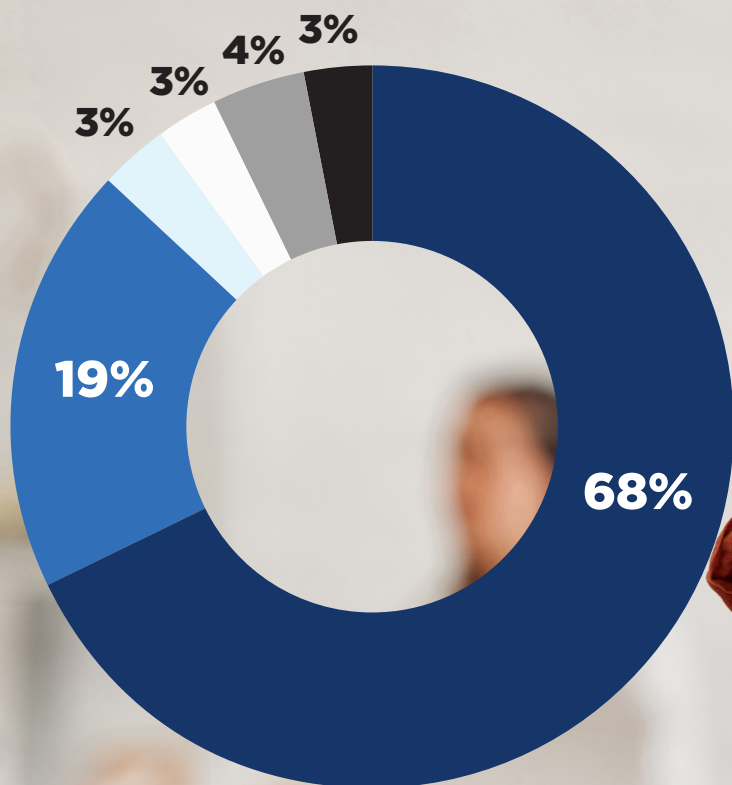
84%

of CFP® professionals are satisfied with the effectiveness of CFP Board's consumer-targeted Public Awareness Campaign.

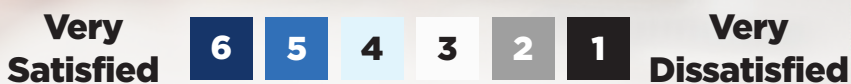
An overwhelming majority of CFP® professionals are satisfied with their career choice in financial planning — 7 in 8 CFP® professionals rate their satisfaction by selecting either a 5 or 6 on a 6-point scale. This includes 68% of CFP® professionals who indicate being “very satisfied” with their financial planning career decision. Only 7% are unhappy with their career choice, giving either a 1 or 2 rating. In 2023, 87% of CFP® professionals rated their satisfaction with their financial planning career choice with either a 5 or 6.

7 in 8 CFP® Professionals
Are Satisfied With Their Financial
Planning Career Decision

(Percentage Distribution)



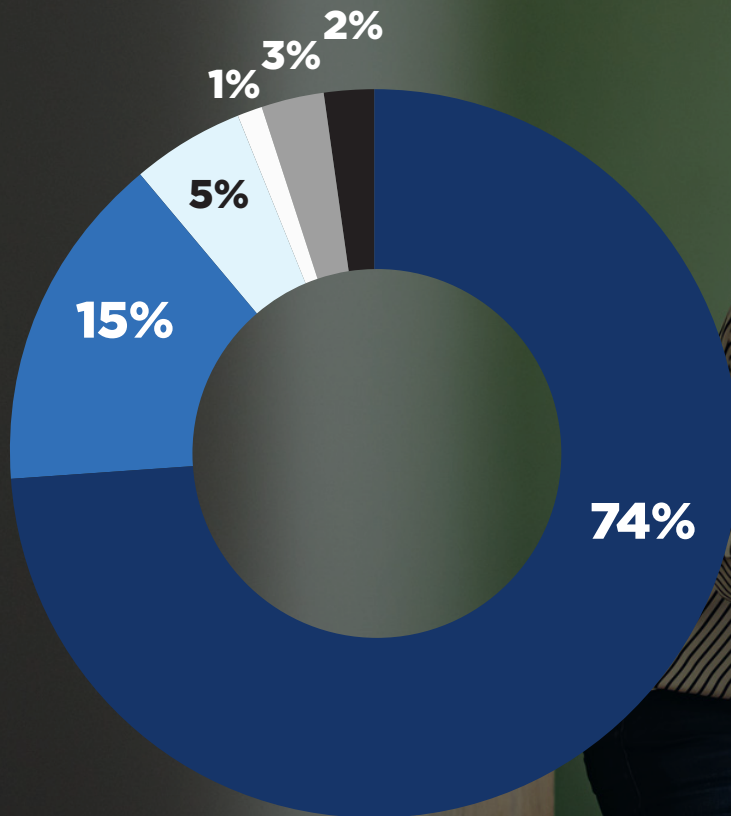
Note: Figures may not add to 100% due to rounding.



CFP® professionals remain highly satisfied with their decision to earn CFP® certification. 89% of certificants rate their level of satisfaction as either a 5 or 6 on a 6-point scale. Nearly three-quarters of CFP® professionals indicate being “very satisfied” with this decision. Only 5% are dissatisfied with their decision to earn CFP® certification (giving either a 1 or 2 rating).

Nearly 9 in 10 CFP® Professionals Are Satisfied With Their Decision to Earn the CFP® Certification

(Percent of Respondents)



Very Satisfied **6** **5** **4** **3** **2** **1** Very Dissatisfied

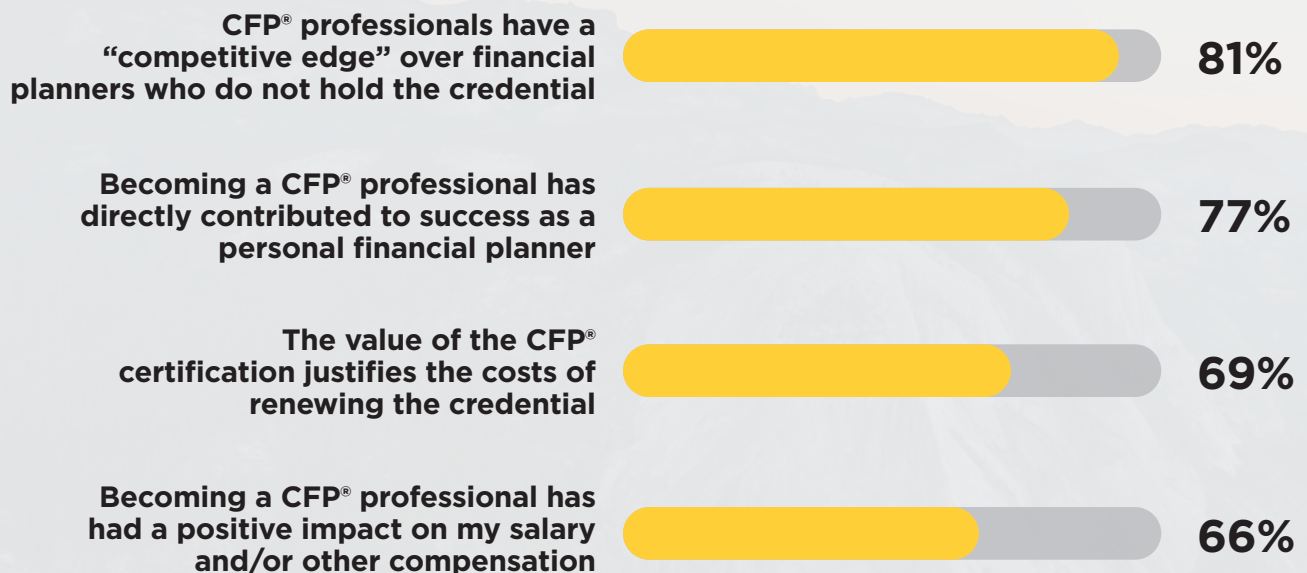


CFP® professionals agree that the certification has positively impacted their professional lives. More than 4 in 5 CFP® professionals say they have a “competitive edge” over advisors without CFP® certification. Further, 77% of certificants assert that becoming a CFP® professional has directly contributed to their success as a personal financial planner.

This success translates to 66% of CFP® professionals agreeing that earning the certification has had a positive impact on their compensation. This is not just conjecture; the [CFP Board 2024 Compensation Study](#) shows that CFP® professionals earn 10% more than other financial planners after controlling for factors like job experience, company size and the types of services they offer.

CFP® Professionals Agree That the Certification Has Had a **Positive Impact on Their Professional Lives**

(Percent of Respondents Rating Their Level of Agreement with Either a “5” or “6” on a 6-Point Scale)



Nearly all CFP® professionals agree that it is crucial for CFP Board to uphold both the high ethical and competency standards of the certification. Specifically, 96% rate the importance of CFP Board's activities to uphold high ethical standards associated with CFP® certification with either a 5 or 6 on a 6-point scale, and 95% give the same rating for CFP Board's efforts to uphold high competency standards.

In addition to upholding standards, building brand recognition and increasing awareness of CFP® certification are top CFP Board priorities. Nine in 10 CFP® professionals say it is essential for CFP Board to enhance public understanding, acceptance and use of the CFP® certification. An equal percentage agree that it is important for CFP Board to build the certification's brand and promote it to the public.

Other CFP Board activities and initiatives viewed as important by at least three-quarters of CFP® professionals are as follows:

- Creates opportunities for CFP® professionals to enhance their knowledge, skills and abilities (87% of respondents rating either a 5 or 6)
- Expands access to competent and ethical financial planning (86%)
- Moves forward public policy initiatives to advance the financial planner profession for the benefit of the public (82%)
- Focuses on attracting and supporting the next generation of financial planners (81%)
- Creates career awareness about the financial planning profession (78%)
- Facilitates academic research to elevate the discipline of financial planning to increase the stature and recognition of financial planning faculty and programs (77%)



CFP® Professionals Say Upholding **High Ethical and Competency Standards** Are CFP Board’s Most Important Activities and Initiatives
(Percent of Respondents Rating Importance With Either a “5” or “6” on a 6-Point Scale)



A career in financial planning is rewarding in many direct ways, particularly in helping clients achieve financial well-being. Many CFP® professionals are mission-driven and prioritize serving their communities beyond their daily tasks. Over the past year, 2 in 3 CFP® professionals engaged in volunteer work. The most common volunteer activity, cited by 36% of CFP® professionals, is offering advice on how their clients can donate money or time to charitable causes. Other popular ways that CFP® professionals give back to their communities include the following:

- Serving on a board or as an advisor for a charitable organization (31%)
- Establishing or helping organize a fundraiser for people or groups in need (21%)
- Participating in workshops to help people deal with financial difficulties (15%)

2 in 3 CFP® Professionals Give Back to Their Communities

(Percent of Respondents Indicating Engagement in Volunteer Activity During the Past Year)



Another key way that CFP® professionals serve their communities is by providing free financial advice to underserved people in need. [Pro bono financial planning](#) empowers people to take control of their financial futures. In 2023, CFP® professionals reported over 330,000 hours of pro bono services. Additionally, 55% of survey respondents agree that it is important to provide pro bono services to people in need.

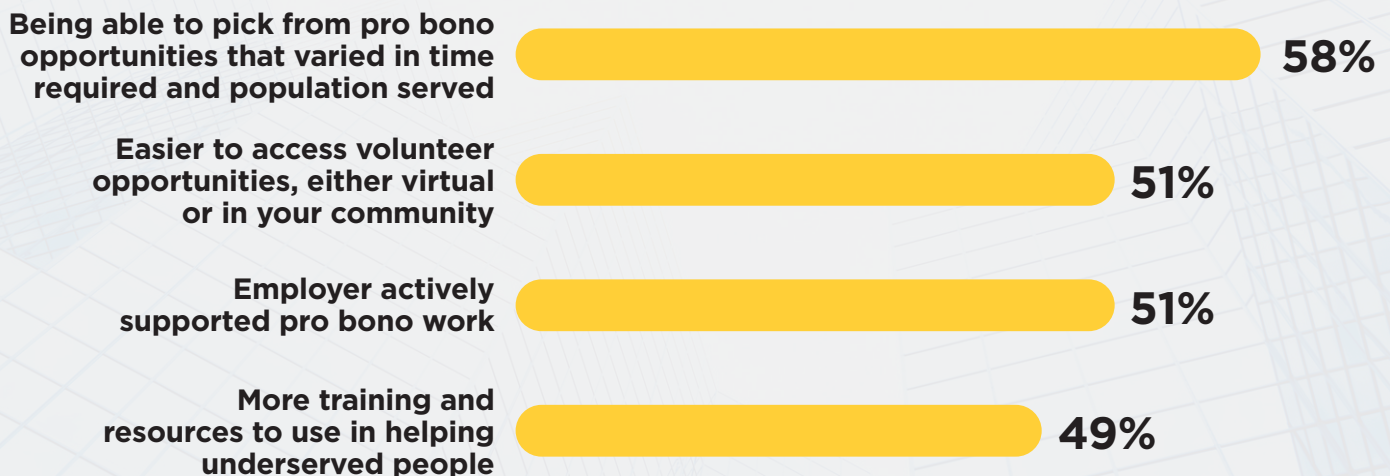
Options that would increase the likelihood of CFP® professionals to offer pro bono services include the following:

- Being able to pick pro bono opportunities that varied in time and population served (58%)
- Easier to access volunteer opportunities either virtual or in the community (51%)
- Employer actively supporting pro bono work (e.g., letting the financial planner offer pro bono opportunities during work hours) (51%)

CFP® Professionals Indicate

More Options, Access and Employer Support Would Help Incentivize Pro Bono Work

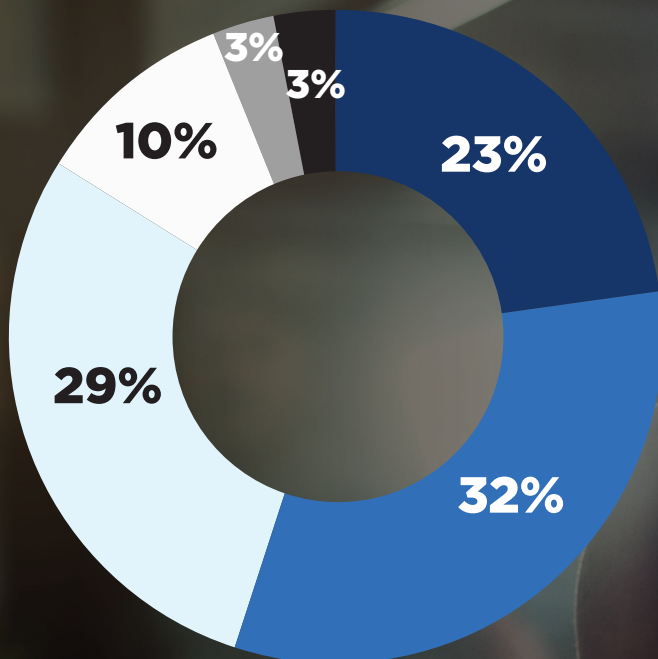
(Percent of Respondents Rating the Likelihood of Item Driving More Pro Bono with Either a “5” or “6” on a 6-Point Scale)



The national consumer-focused Public Awareness Campaign is an initiative launched by CFP Board in April 2011 involving paid advertising and media outreach. Its overarching goal is to increase public awareness of CFP® certification and the competitive edge that CFP® professionals have in the financial planning field. CFP Board periodically refreshes the campaign with new approaches and ads. In March 2023, CFP Board launched its latest campaign, "It's Gotta Be A CFP®." The second ad in this campaign, released in 2024, shows a female patient in a hospital room questioning whether the doctor is qualified, then asking the same of a woman in a financial planner's office: "Are you a CERTIFIED FINANCIAL PLANNER®?"

6 in 7 CFP® professionals who are aware of the campaign indicate satisfaction with its overall effectiveness. This includes 55% who give the campaign a 5 or 6 on a 6-point scale. Conversely, only 6% of CFP® professionals express dissatisfaction with the public awareness campaign, rating it either a 1 or 2.

84% of CFP® Professionals Are Satisfied With the Public Awareness Campaign (Percentage Distribution)



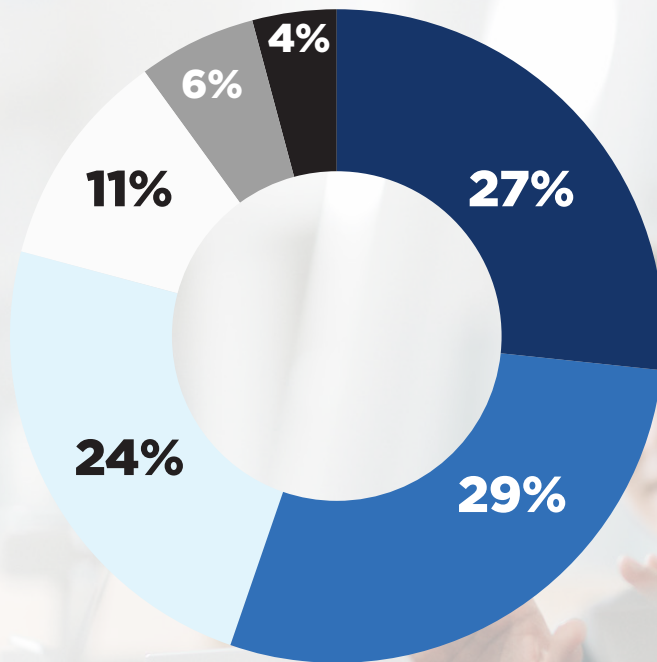
Very Satisfied **6** **5** **4** **3** **2** **1** Very Dissatisfied

Note: Figures may not add to 100% due to rounding.



Most CFP® professionals who interacted with CFP Board in the past year say the organization met their service expectations. Nearly 4 in 5 CFP® professionals overall agree with this, including 56% who strongly agree (rating it a 5 or 6 on a 6-point scale). Only 1 in 10 report that CFP Board did not meet their service expectations.

4 in 5 CFP® Professionals
Say the Level of Service Received
From CFP Board Meets Expectations
(Percentage Distribution)



Very Satisfied 6 5 4 3 2 1 **Very Dissatisfied**

Note: Figures may not add to 100% due to rounding.





CFP® professionals indicate continued high satisfaction with their career choice and CFP® certification, noting that CFP® certification gives them a competitive edge and directly contributes to their success as a financial planner. They strongly support CFP Board's efforts to uphold the certification's high ethical and competency standards. And the value goes beyond their professional careers. CFP® certification also helps certificants fulfill the financial needs of their communities. CFP® professionals reported over 330,000 hours of pro bono services in 2023, emphasizing the importance of helping those in need.

A person in a blue shirt is holding a sign that says "FEEDBACK" in white capital letters. The sign is surrounded by several white speech bubble icons. The background is a blurred office setting with a laptop and other people.

Between June 10 and July 12, 2024, research firm Heart+Mind Strategies conducted an anonymous online survey of CFP® professionals that measured their:

- Satisfaction with their career
- Satisfaction with CFP® certification
- Satisfaction with CFP Board
- Alignment with CFP Board activities and initiatives

The survey generated responses from 1,900 CFP® professionals. The data collected from the survey, which serves as the basis of this report, is subject to a sampling error of +/- 2% at a 95% confidence level. The responses generated by the survey reflect an adequate representation of CFP® professionals by business model, ethnicity and gender. The 2024 survey is part of a regular survey series of CFP® professionals. The survey has been conducted online by Heart+Mind Strategies since 2022.



CFP Board is the professional body for personal financial planners in the U.S. CFP Board consists of two affiliated organizations focused on advancing the financial planning profession for the public's benefit. **CFP Board of Standards** sets and upholds standards for financial planning and administers the prestigious CERTIFIED FINANCIAL PLANNER® certification — widely recognized by the public, advisors and firms as *the standard* for financial planners — so that the public has access to the benefits of competent and ethical financial planning. More than 100,000 people in the U.S. hold CFP® certification. **CFP Board Center for Financial Planning** addresses diversity and workforce development challenges and conducts and publishes research that adds to the financial planning profession's body of knowledge.

