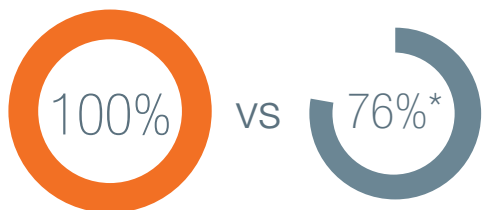


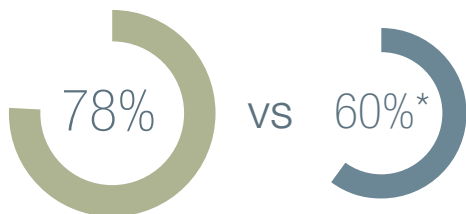
# CAREER BUILDING

\*International Average

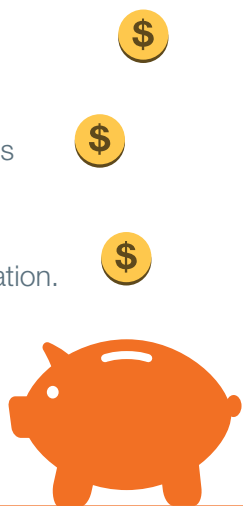
Canadian CFP professionals report achieving higher rates of career advancement.



Canadian CFP professionals report longer terms of employment vs. those who do not hold the CFP designation/



Firms with a higher percentage of CFP professionals report that CFP professionals earn higher levels of remuneration than those without certification.



Visits [beafinancialplanner.ca](http://beafinancialplanner.ca), our website dedicated to supporting people like you who are considering becoming a financial planner or are already on the path to certification.

# INDUSTRY DEMAND

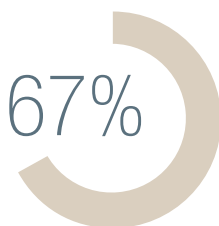
Over the next 12 months, the majority of firms plan to grow the number of CFP professionals, by

15.3%

Over the next 3 years

100%

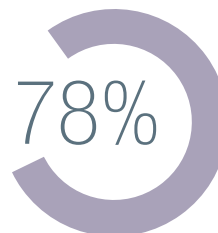
of surveyed firms said they plan to grow the number of CFP professionals.



In 12 months, 67% of firms expect an increase in the number of people seeking advice from financial planners.



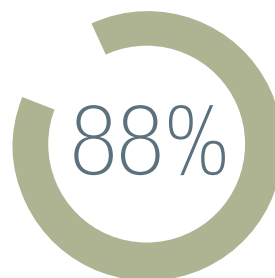
In 5 Years, 78% expect an increase in the number of people seeking advice.



Firms indicated that CFP professionals had a positive impact on client satisfaction.



Firms confirmed that employing CFP professionals has led to increased client retention.



# PUBLIC NEED