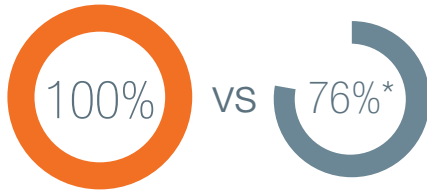
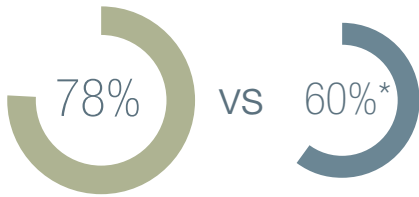


LONGEVITY & ADVANCEMENT

*International Average



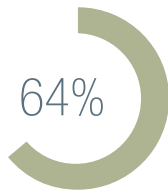
Canadian CFP professionals report achieving higher rates of career advancement.



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



of firms surveyed contribute to the costs associated with obtaining the designation and the ongoing renewal of CFP certification.



of the firms surveyed offer rewards to advisors attaining CFP certification.

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INDUSTRY DEMAND

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

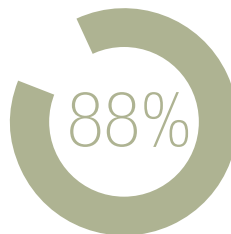
15.3%

Over the next 3 years

100%

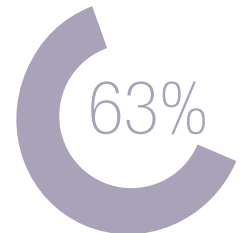
of surveyed firms said they plan to grow the number of CFP professionals.

INCREASING PROFITABILITY

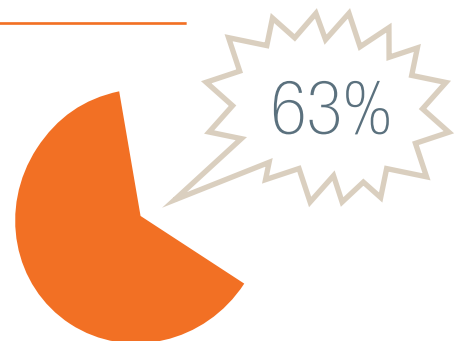


Firms that indicated that CFP professionals (in general) generate higher levels of revenue than advisers without CFP certification.

Firms that saw an increase in business revenue from CFP professionals, compared to those without CFP certification:



63% felt that CFP professionals had fewer complaints than those who are not certified.



75% of firms felt that employing CFP professionals translated to lower compliance and legal risks.