

# 2018 IN REVIEW

## A PERSONAL MESSAGE FROM FPSC PRESIDENT AND CEO CARY LIST



Dear CFP Professionals,

As you know, 2018 was a year of exciting milestones for FPSC. As we kick off another year of monumental change for FPSC and the broader financial planning profession in Canada, I'd like to take the opportunity to pause and reflect on the significant changes underway and on the many accomplishments we've already collectively achieved in the past year.

First, I think it's important for all of us to put things into perspective by thinking about the broader context for the changes that are taking place. The financial planning profession is in the midst of disruptive change. Financial planning, like so many other professions, is at a rare crossroads, as unprecedented advancements in technology are transforming the way Canadians interact with money and are challenging the traditional role of human financial advice. As a result, the profession must re-evaluate its role and redefine its value proposition to thrive well into the future.

As this evolution continues, FPSC acknowledges we too must re-evaluate our role and redefine our value proposition; we cannot afford to stand still. To help ensure the financial planning profession evolves to meet the changing needs and expectations of Canadians, it's FPSC's responsibility, at the heart of the profession, to evolve as well. That's why, as we unveiled this past fall, FPSC will soon become FP Canada™: a national professional body dedicated to leading the advancement of professional financial planning. This proactive step will position us to do more in leading the financial planning profession successfully into the future.

You'll notice that the CFP® certification fees have increased this year. These fees have remained steady each of the past two years, and have only increased marginally each year since 2012. Your certification fees will support a number of new initiatives for FP Canada, such as the development of new education programs, improved paths to certification and a new marketing campaign, which I will describe in more detail below – all of which will allow us to better further our mandate of advancing professional financial planning.

I'd like to share some of my personal insights into the exciting transition to FP Canada, as well as other recent accomplishments and developments at FPSC, and what it all means for you as a professional financial planner.

## FP CANADA: ADVANCING PROFESSIONAL FINANCIAL PLANNING



In the fall of 2018, we announced big news about our future. Effective April 1, 2019, FPSC will undergo a renaming, rebranding and expansion of scope to become FP Canada. As we make this transition, I want you to know that we will continue to fulfil the same essential standards-setting, certification and enforcement activities long at FPSC's core, through a separate FP Canada Standards Council™ (the Standards Council) division. The Standards Council will pick up where FPSC left off, and will be dedicated to establishing financial planning standards and ensuring FP Canada certificants meet those rigorous standards. You've worked hard to earn and maintain your CFP certification, and you can rest assured that under FP Canada, CFP certification will remain the cornerstone of the financial planning profession in Canada and CFP professionals will continue to be held to the same high standards as they are today.



But FP Canada will also do much more. The new FP Canada Institute™ (the Institute) division will be charged with elevating the practice of financial planning. Through the Institute, FP Canada will provide Professional Education Programs that will help new and aspiring planners—as well as seasoned planners like many of you—to develop

deeper skills to help you better serve and keep your clients. In today's technologically driven world, professional skills are more important than ever to help you connect with clients, communicate effectively and deliver advice in a way that resonates. These new programs will elevate the financial planning profession by rounding out and enriching planners' knowledge and skills, for the benefit of financial planners and Canadians alike. In the years ahead, the Institute will also develop a myriad of other products and services, including practice tools, models, frameworks and techniques that will help elevate financial planning practice across Canada.

The Professional Education Programs are being developed with strategic guidance of an Industry Advisory Council—six industry firms offering valuable input on the skill requirements of the professional planning workforce of the future, and on the programs themselves. The inaugural members include: BMO; CIBC; Great-West Life/London Life; IG Wealth Management; Scotiabank; and TD. I'm grateful for the hard work and meaningful insights of this group during this period of development.



I am also thrilled that the Institut québécois de planification financière (IQPF) signed a formal Memorandum of Understanding with FPSC in 2018 to become a Proud Partner of FP Canada. This strategic partnership marks a meaningful milestone for the financial planning profession in Canada, as it lays the groundwork for establishing a truly unified, Canada-wide profession with a strong coordinated voice. As a Proud Partner, IQPF will participate in the governance of FP Canada, creating a formal mechanism for establishing a fully national financial planning strategy and unified national standards. Over time, FP Canada and IQPF will work together to establish a more harmonized system for education, examination and certification requirements across Canada. As part of the agreement, FP Canada will also operate in both official languages to the extent possible, including providing a bilingual website that will launch in April.

## THE NEXT GENERATION OF PROFESSIONAL CERTIFICATION

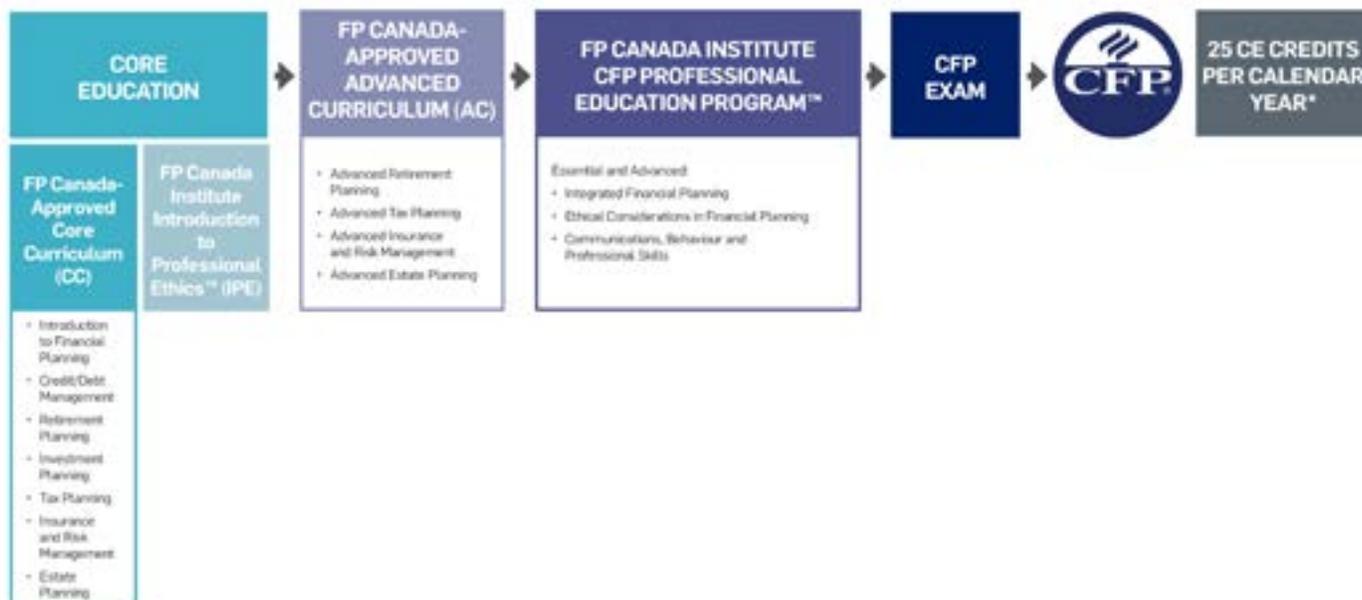
As part of the transition to FP Canada, we are taking steps to ensure our certification programs remain relevant to both planners and consumers. Following a comprehensive review of our certification programs and requirements, we determined that changes were needed to achieve the following important outcomes:

- enrich the knowledge and skills of certificants in the areas of ethics, behavioural economics and holistic financial planning, through new Professional Education Programs;
- establish certification programs that will provide greater access to professional financial planning service and advice for a wider range of Canadians; and,
- develop a more efficient and flexible process for candidates to achieve the certification that best suits the needs of their practice and their clients.

CERTIFIED FINANCIAL PLANNER® certification will continue to set the standard for the financial planning profession, and it remains by far the most widely recognized financial planning designation in Canada and worldwide. Under the new path to CFP certification, which takes effect January 1, 2020, there will no longer be a requirement for candidates to earn an initial certification first, to become eligible for CFP certification. Further, the Capstone Course will be replaced by the FP Canada Institute CFP Professional Education Program™, which will teach prospective certificants how to apply their technical knowledge to deliver effective holistic, integrated financial planning, and how to apply principles of human behaviour and professional skills to produce effective client outcomes. The new requirements also include a short, mandatory Introduction to Professional Ethics course.

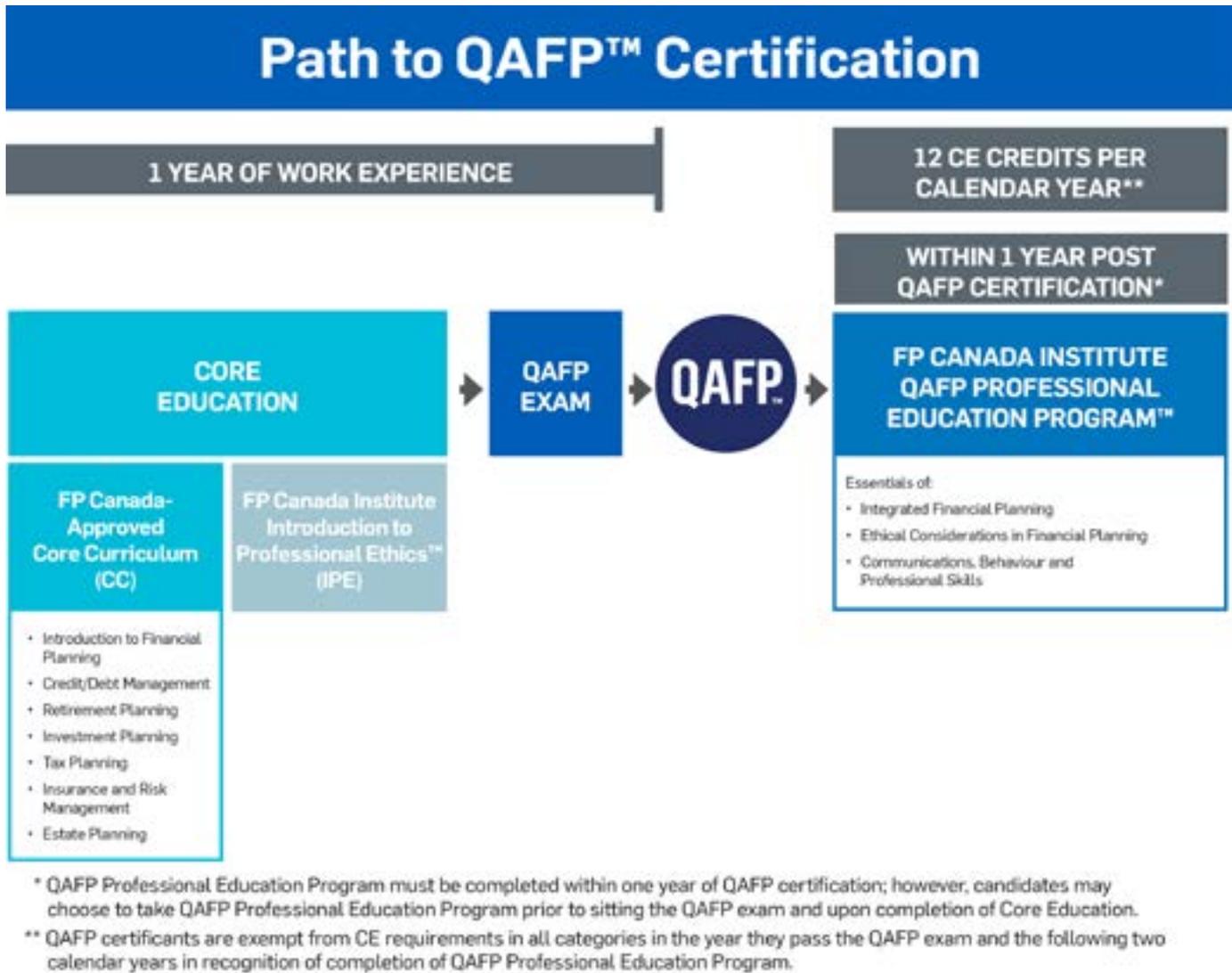
### Direct Path to CFP® Certification

3 YEARS OF WORK EXPERIENCE



\* CFP professionals are exempt from CE requirements in all categories in the year they pass the CFP exam and the following two calendar years in recognition of completion of the CFP Professional Education Program.

The new QAFP™ certification will be launched in 2020 by FP Canada to replace FPSC Level 1® certification. QAFP certification will indicate that an individual has demonstrated the knowledge, skills, experience and ethics to provide holistic financial planning strategies and solutions for clients with less complex planning needs. QAFP certification will fill a critical gap in the existing financial planning landscape. It will provide access to professional financial planners for clients who may have previously felt that they had nowhere to turn for the guidance that they need.



\* QAFP Professional Education Program must be completed within one year of QAFP certification; however, candidates may choose to take QAFP Professional Education Program prior to sitting the QAFP exam and upon completion of Core Education.

\*\* QAFP certificants are exempt from CE requirements in all categories in the year they pass the QAFP exam and the following two calendar years in recognition of completion of QAFP Professional Education Program.

Although the journey towards FP Canada was underway long before 2018 began, significant progress towards the launch of this new national professional body was made throughout the year. FPSC's Board and staff continue to work diligently as they put all the final pieces in place for this April's launch of FP Canada, and for the rollout of the Professional Education Programs in late 2019. We have compiled a series of [Frequently Asked Questions on our website](#); I encourage you to peruse them, and to [contact us](#) if you have any additional questions. I am confident that this exciting new chapter for the financial planning profession in Canada will bring positive changes for you and your clients in the years ahead.

## NEW CFP PROFESSIONAL VALUE PROPOSITION

Another exciting initiative that FPSC undertook in 2018 was the development of a new value proposition for CFP professionals. We embarked on this project after recognizing the need to more effectively convey the positive impact that professional financial planners have on their clients' lives, to raise broader awareness of the important benefits of engaging in financial planning with a certified professional. To do this, we invested in comprehensive qualitative research to understand what message might convey the meaningful difference professional financial planners make in the lives of their clients, in a way that will truly resonate with the average Canadian.

The result is a [powerful new value proposition for CFP professionals](#), as well as a new tag line that concisely conveys the value of working with a CFP professional: Live Life Confidently™. This message eliminates the jargon and cuts straight to the point: that working with a CFP professional isn't just about choosing investment strategies or getting the right insurance; it's about creating simplicity around complex issues and helping your clients live their lives with the confidence of knowing they'll be okay.

In the months ahead, we will be building a comprehensive marketing campaign and toolkit that incorporates the new value proposition, to spread this important message to the Canadian population. Keep an eye out for these and other new resources in late 2019.



## STAYING AHEAD OF THE CURVE ON STANDARDS, CERTIFICATION AND ENFORCEMENT

FPSC's Standards Panel had a busy year in 2018. The independent panel revised the *Standards of Professional Responsibility for CFP Professionals and FPSC Level 1 Certificants in Financial Planning*, with the new standards in effect as of January 1st, 2019.

These standards represent the cornerstone of the financial planning profession, and so it's essential that they're evaluated and reviewed regularly to ensure they remain appropriate and relevant to the real world. the new value proposition, to spread this important message to the Canadian population. Keep an eye out for these and other new resources in late 2019.

The Standards Panel made the amendments to the standards following a public consultation process in 2018, which enabled CFP professionals, members of the public and other stakeholders to provide their input on the proposed changes. The Standards Panel then carefully considered the feedback received and published the finalized Standards of Professional Responsibility in December. The result is a strong, enhanced new set of standards that reflects the modern realities of today's financial planning environment.

The Standards Panel also oversaw the update of the unified [Projection Assumptions Guidelines](#) in 2018. These guidelines, which are developed in collaboration with IQPF, play an important role in helping professional financial planners across Canada to make projections that are free from potential biases or predispositions. The guidelines are produced and updated annually by an FPSC-IQPF joint committee made up of CFP professionals, Pl. Fins and actuaries.

FPSC also took steps in 2018 to modernize the way you display your designation to the world. With our new digital credentials, you can now easily share your CFP certification through platforms like email, websites and social media, and your clients and prospects can confirm your certification status in real-time.

On the exam front, a total of 2,061 candidates attempted FPSC examinations in 2018, up from 1,960 in 2017. That includes 1,037 who took the FPSC Level 1 Examination in Financial Planning and 1,024 who took the CFP examination. Among those who wrote the FPSC Level 1 exam for the first time in 2018, the pass rate was 75.7%. Among those writing the CFP exam for the first time, the pass rate was 66.7%. Over the past year, FPSC certified a total of 1,306 individuals – 721 as FPSC Level 1 certificants and 585 as CFP professionals. There are approximately 16,500 CFP professionals and 2,000 FPSC Level 1 certificants now serving Canadians from coast to coast.

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## ADVANCING THE REGULATORY AGENDA

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One of our top priorities at FPSC continues to be mitigating confusion and creating clarity for consumers in Canada who rely on financial planners to help them achieve financial health. We have long advocated for regulatory standards to ensure anyone who calls themselves a financial planner is qualified, ethical and accountable to a professional body for their conduct, in order to help safeguard the financial wellbeing of all Canadians.

To this end, we took part in numerous regulatory consultations and discussions throughout 2018, providing governments and regulators with our advice and recommendations on issues impacting the financial planning profession in Canada. This included a [submission to the Ontario government's Consultation on the Regulation of Financial Planners](#) in April, in which we expressed support for the government's proposal to restrict the use of the title "Financial Planner" to individuals holding a recognized financial planning credential, issued and overseen by an independent credentialing body.

Since the June 2018 election in Ontario, we have continued to work closely with the newly-elected Ontario government on this and other important policy issues. We were pleased to see the new government's [commitment in the Fall Economic Statement](#) to review measures to ensure that families can be confident in their choice of financial planner, knowing they are dealing with someone who has received appropriate training and is subject to regulatory oversight. Further to this, we were honoured to have Ontario's new Finance Minister, the Honourable Vic Fedeli, deliver the keynote address at the Financial Planning Week Celebration of the Profession Dinner. In his remarks, Minister Fedeli reiterated Ontario's commitment to ensuring consumer confidence in financial planners. We look forward to continuing to support and lend our counsel on this important initiative in the months ahead.

We also continued to hold meetings with key governments and regulators in other provinces across Canada, similarly focusing on raising awareness of the need to restrict the title "Financial Planner" in the interest of consumers and on the critical work being done on this issue elsewhere across the country. Our message is being heard and we look forward to continuing to build on this momentum in 2019.

Throughout the year, we also provided comments on a variety of other issues that impact the financial planning profession and the financial services industry at large, including the [MFDA's proposed Continuing Education requirements](#) and the [CSA's Client Focused Reforms](#), among others.

## CELEBRATING 10 YEARS OF FINANCIAL PLANNING WEEK

Take the next step - Allez plus loin

# FINANCIAL PLANNING WEEK 2018

## SEMAINE DE LA PLANIFICATION FINANCIÈRE

November 2018 marked the 10th annual Financial Planning Week in Canada. This annual initiative, which is a core component of Financial Literacy Month in Canada, has grown steadily since its inception. We've made huge strides over the past 10 years in helping Canadians understand the importance of financial planning and who is qualified to offer professional financial planning service, and in unifying standards for the profession.

As part of Financial Planning Week, we hosted a series of sold-out events for the profession, providing opportunities for Continuing Education and networking for CFP professionals and other stakeholders. I'm pleased to report that we welcomed more than 1,100 delegates to the CFP Professional Symposiums in Toronto and Vancouver, Ethics Breakfast Sessions in Toronto and Vancouver, and the Celebration of the Profession Reception and Dinner in Toronto.

The theme of this year's Symposiums—The Distinctive Professional—provided an engaging program focused on the modern-day value proposition of the human financial planner. Sessions covered practical topics such as connecting with clients on a deeper level, recognizing personal biases and understanding client decision-making.

I encourage you to join us for Financial Planning Week 2019, taking place November 17-23, 2019. Be sure to watch for further announcements about this year's events through email in the months ahead.



## RAISING AWARENESS OF PROFESSIONAL FINANCIAL PLANNING

I am thrilled to report that during 2018, we saw unprecedented success in our efforts to educate Canadians on the importance of financial planning and of working with a professional financial planner.



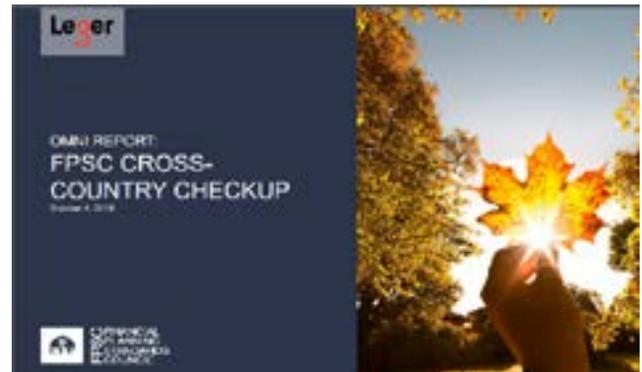
In particular, FPSC's Consumer Advocate, Kelley Keehn, was featured in the media more prominently than ever before, appearing in more than 425 radio, television, and print/digital interviews in 2018 and reaching millions of Canadians. These interviews provide an incredibly valuable platform for raising awareness of the benefits of financial planning with a CFP professional.

The result has been significant spikes in traffic on our consumer website, [FinancialPlanningForCanadians.ca](https://www.financialplanningforcanadians.ca), and on our [FindYourPlanner.ca](https://www.findyourplanner.ca) search tool, which helps Canadians connect with professional financial planners like you.

Our consumer website had nearly 84,000 visits in 2018. The site now contains nearly 150 articles, videos, infographics and research studies on topics that are relevant to Canadians at all different stages of life. Every article on the website promotes our [FindYourPlanner.ca](https://www.findyourplanner.ca) search tool, which had almost 235,000 page views in 2018- an increase of 5% over the previous year.

In conjunction with Financial Planning Week, we engaged in a variety of advertising and promotional activities through print, online, social media and news media channels, reaching millions of Canadians. Among the highlights, the annual [Financial Planning Special Feature](#) was published in the print edition of The Globe and Mail during Financial Planning Week, reaching more than one million readers across Canada.

We also commissioned six research studies in 2018 to raise awareness of the financial challenges facing Canadians and to start the conversation around how a professional financial planner can help. These included, among others, the [Financial Independence Survey](#), which focused on the financial challenges facing women in Canada; the [Financial Stress Survey](#), which revealed the startling impact of money-related concerns on the mental health of Canadians; and the [Seniors and Money Report](#), conducted in partnership with Credit Canada, which demonstrated the many issues that aging Canadians face when it comes to debt, income, financial planning and work. All of the research studies received widespread media exposure.



*Engagement with our Facebook, Twitter, LinkedIn and YouTube accounts continued to grow in 2018, with a record 19,200 total followers joining the conversation on our social media channels – a 12% increase over last year.*

## RECOGNIZING FPSC VOLUNTEERS' CONTRIBUTIONS TO THE FINANCIAL PLANNING PROFESSION

In 2018, we were pleased to recognize a number of dedicated volunteers who have helped shape the financial planning profession.

At the Celebration of the Profession Dinner during Financial Planning Week in November, [Dawn Hawley](#), CFP, was awarded the [Donald J. Johnston Lifetime Achievement Award in Financial Planning](#). This prestigious award is named for the late Donald J. Johnston, who led FPSC through its successful first decade of development and operation as the premier standard-setting organization for the financial planning profession in Canada. The Donald J. Johnston Award is the highest honour bestowed by FPSC, recognizing a lifetime advancement of CFP certification and significant positive impact on the financial planning profession.

FPSC also recognized two new [FELLOW OF FPSC™](#) recipients at the Celebration of the Profession Dinner: [Aurèle Courcelles](#), CFP and [Professor Kwok Sum Ho](#), CFP. Created in 2011, the FELLOW OF FPSC distinction recognizes individuals who have helped advance FPSC's purpose and mandate, and who have advanced and embodied CFP professional standards throughout their careers.

Each year, we also recognize the top three scorers on each CFP examination as members of the esteemed [President's List](#). This year's honourees were: Katelyn Culliton (Ontario); Blair Evans (Manitoba); Neal Kongkham (Ontario); Nathan Wood (Alberta); Travis Allen (Ontario); and Wes Cowlshaw (Saskatchewan).

More than 300 FPSC certificants generously volunteered their time, expertise and passion to a wide range of initiatives that enhance the financial planning profession. We are pleased to feature the names of all of our [current volunteers](#) on our website and we thank each of them for their significant contributions and ongoing commitment to excellence in the financial planning profession.

*Thank you to everyone who attended the 10th annual Financial Planning Week. FPSC was pleased to welcome a record number of attendees to our 2018 events, at more than 1,200 delegates.*



## INITIATIVES ON THE GLOBAL STAGE

Throughout the year, we work with the [Financial Planning Standards Board \(FPSB\)](#), which represents professional standards for more than 170,000 financial planners worldwide.

FPSC is the fourth-largest of FPSB's 26 member organizations in territories around the world and Canada plays a leadership role in shaping the global future of the financial planning profession. We work with other member organizations to establish consistent global standards for CFP certification and promote the value of financial planning and of working with a CFP professional, among other activities. In 2018, I was honoured to serve as FPSB's Council Chairperson – an opportunity that enabled me to collaborate even more closely with FPSC's international counterparts.

We are also a proud and active partner in the advancement of financial planning research, collaborating with the CFP Board Center for Financial Planning and FPSB on the [Academic Research Colloquium for Financial Planning and Related Disciplines](#). This unique event provides a global meeting place for cross-disciplinary collaboration and the sharing of peer-reviewed research. Such research elevates the financial planning profession and enables planners to effectively meet the increasingly complex needs of clients.

Overall, 2018 was an outstanding year in which we collectively made significant strides forward. As we kick off 2019, I'm more confident than ever in the future of the financial planning profession. I have no doubt that the introduction of FP Canada will provide the profession with the leadership and tools needed to ensure that tomorrow's professional financial planners continue to have the knowledge, skills, experience and ethics to provide Canadians with the trusted advice that they need to Live Life Confidently. We remain focused on working with financial planners like you, as well as the financial services industry, consumer groups and regulators to shape the future of this critically important profession.

On behalf of FPSC's staff and Board of Directors, I thank all of you who have contributed to the profession this past year and offer you my very best wishes for a happy and healthy 2019.

Yours truly,



Cary List, FCPA, FCA, CFP

President and CEO

Financial Planning Standards Council

