



**FP Canada**®  
*Advancing Professional  
Financial Planning*



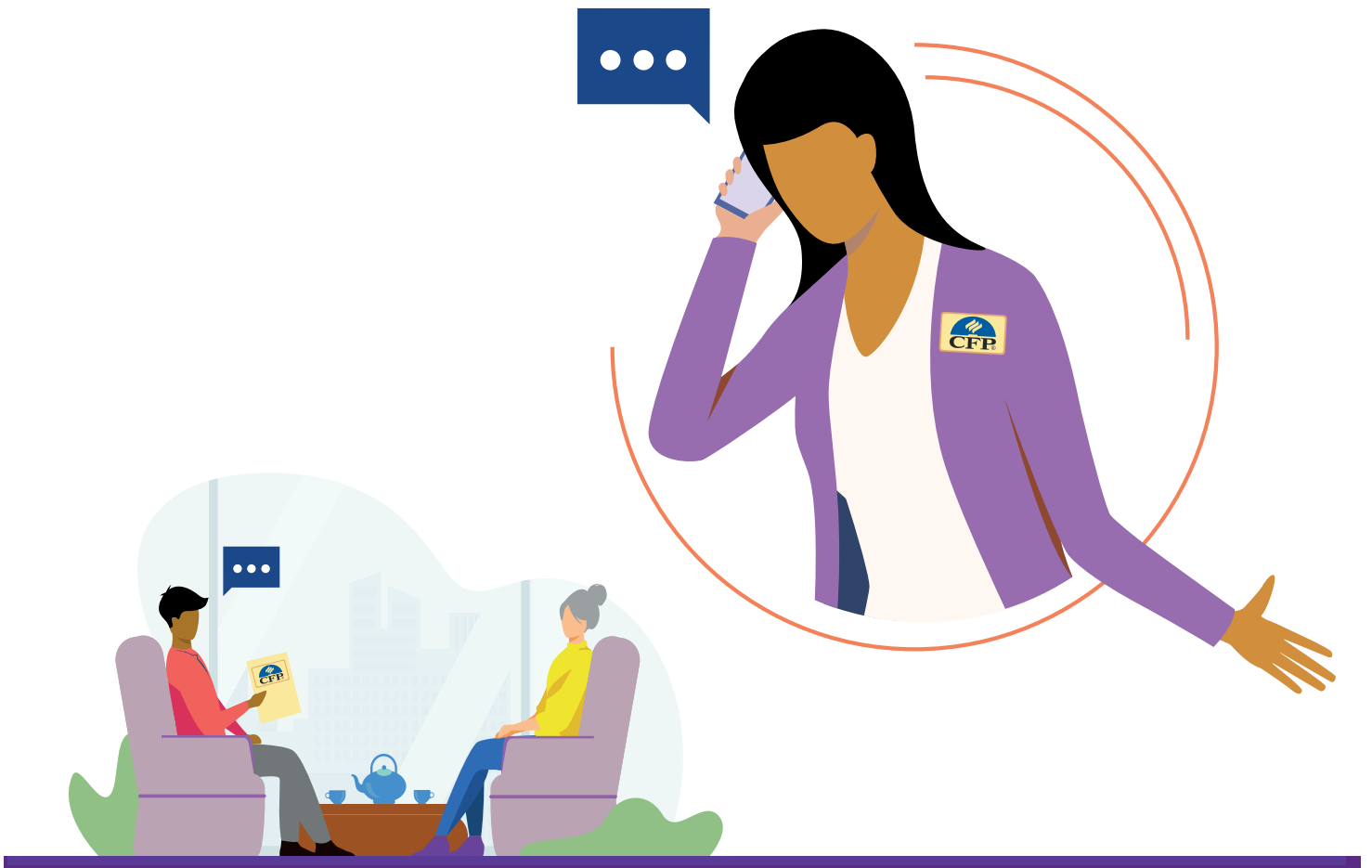
**Live Life  
Confidently™**

*Your Journey to*

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**CERTIFIED FINANCIAL PLANNER®**  
**Certification**

A symbol of excellence in the financial planning profession





## About FP Canada™

A national professional body working in the public interest, FP Canada is dedicated to championing better financial wellness for all Canadians by leading the advancement of professional financial planning in Canada. FP Canada is the leading certification and enforcement body for professional financial planners in Canada. There are about 17,000 CERTIFIED FINANCIAL PLANNER® professionals and about 1,900 QUALIFIED ASSOCIATE FINANCIAL PLANNER™ professionals, who meet FP Canada's rigorous professional and ethical standards. Learn more at [FPCanada.ca](http://FPCanada.ca).

## CERTIFIED FINANCIAL PLANNER® Certification

– Live Life Confidently

Financial planning is an in-demand profession that directly contributes to the wellbeing of society by helping people achieve their goals.

CFP® certification is the world's most recognized financial planning designation. It is considered the 'gold standard' for the profession and is offered only by FP Canada. CFP professionals have demonstrated the knowledge, skills, experience, and ethics to examine their clients' entire financial picture, at the highest level of complexity required of the profession and work with their clients to build a financial plan so that they can Live Life Confidently™.

This brochure will help you:

1. Identify if CFP certification is the right career fit for you
2. Realize the scope of professional success as a CFP Professional
3. Understand what CFP professionals do on the job
4. Recognize the impact of getting certified by FP Canada

*“ I help people make sense of the noise. There's so much information out there about money, and I help people make sense of that. They don't need to know everything, but they should know enough to be empowered about their situation. ”*

- CFP® professional

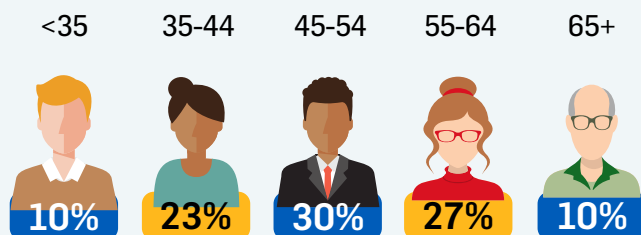
## CFP professionals across Canada

### Location



Ontario	52%
British Columbia	20%
Alberta	14%
Prairies	8%
Atlantic Canada	5%
Other	1%

### Age



Based on self-reported data for January 1 - December 31, 2021.

## What do CFP professionals really do?

CFP professionals see their clients' entire financial picture, no matter how complex and work together to build a comprehensive financial plan so their clients can live life confidently.

As a CFP professional, you will look at your clients' lives through a holistic lens, identifying their short and long-term priorities, and what influences their decisions while always putting your clients' interests ahead of your own and maintaining the highest level of integrity—also known as 3H Financial Planning™ – holistic, human and honest — an approach introduced by FP Canada.

CFP professionals are qualified to provide financial advice to the highest level of complexity in the areas of:

1. Financial management
2. Investment planning
3. Insurance and risk management
4. Tax planning
5. Retirement planning
6. Estate planning and legal aspects

Successful financial planners are trusted partners through all phases of their clients' lives. While CFP professionals must have the technical skills and financial planning knowledge, they also need strong behavioural and relationship skills to communicate and connect effectively with their clients. These skills, often referred to as 'soft skills', are increasingly critical for success. The industry acknowledges that excellent soft skills differentiate 'good' from 'great' financial planners and help build long term trusted relationships.



### Key job titles for CFP professionals

1. Senior financial planner
2. Manager, financial planning
3. Director, financial planning services
4. Vice president, wealth management

*“ A 'great' financial planner is someone who truly listens to their client, identifies their aspirational needs through discovery, and ultimately helps them achieve their 'life goals' – not just their 'financial goals'—but their 'life goals'. That's the difference between a 'great' and a 'good' financial planner. ”*

- A senior executive at a wealth management firm

## Is financial planning a good career fit for you?

- Do you enjoy working with people?
- Are you focused and goal-oriented?
- Do you enjoy problem-solving?
- Are you a good listener?
- Can you ask difficult, sometimes uncomfortable, questions?
- Is contributing to the community important to you?

## Your future as a CFP professional

CFP professionals are highly sought after, well compensated, and can work independently or with a wide range of financial services companies.

### Top Employers for CFP Professionals



1. RBC
2. IG Wealth Management
3. TD
4. CIBC
5. BMO

### Annual Income for CFP Professionals



> \$ 200k	<b>27%</b>
\$ 100k - \$ 199k	<b>28%</b>
< \$ 100k	<b>18%</b>
> No Answer	<b>27%</b>

Based on self-reported data for January 1 - December 31, 2021.



Learn more about a day in the life  
of a CFP professional

*“ The CFP designation is the ultimate goal, the holistic approach, being able to give all those pieces in terms of planning for your client. ”*

- CFP® professional



## New laws require certification

In recent years, provincial governments in Ontario and Saskatchewan have passed laws requiring financial planners in those provinces to demonstrate their competence and professionalism by obtaining a financial planning certification. CFP certification and QAFP certification have been approved by FSRA for use of the financial planner title in Ontario. We look forward to other provinces implementing similar harmonized requirements in the future.

## But why do you need to earn a certification?

Getting certified is important because :

- **Knowledge:** it confirms that you have the knowledge, skills and experience to provide holistic financial planning strategies
- **Professional Responsibility:** it shows commitment to the highest ethical standards and to always act in your clients' best interests
- **Professional Branding:** it enhances your professional and personal brand by demonstrating your value to employers and clients
- **Regulatory Requirements:** it ensures that you keep pace with evolving legal and regulatory requirements
- **Trust:** it fosters trust and helps clients feel confident about the financial planning advice they get from you

*“ We quarterback all areas of your financial life, so you can live your best life with your financial assets. A lot of people conflate financial planning with having an investment advisor. Very few people look at how the interaction of different financial areas work. In the absence of that quarterback, large financial mistakes can be made.”*

- CFP® professional



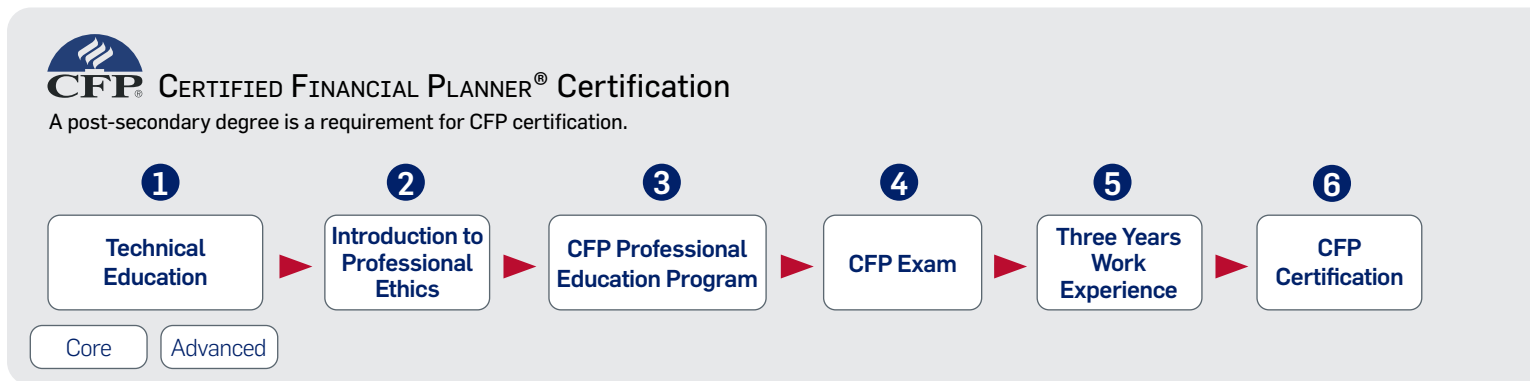
## Keeping standards high

CFP professionals must adhere to the FP Canada Standards Council™ Standards of Professional Responsibility, including a Code of Ethics, which mandates that they place their clients' interests first. The Standards Council vigilantly enforces these standards.

## How to become a CFP professional

To obtain and maintain CFP certification, candidates must follow a rigorous process to:

- Complete a comprehensive education program
- Pass a certification exam
- Demonstrate relevant work experience
- Commit to ongoing professional development
- Adhere to a strict code of ethics



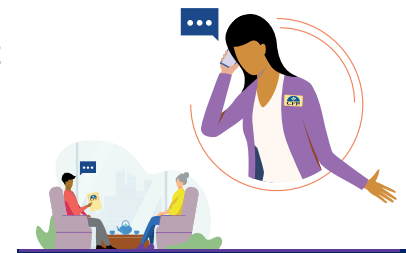
You may also choose to start your financial planning career with FP Canada's QAFP™ certification and then advance to CFP certification through our bridge program coming late 2021.

[Learn more about CFP certification](#)

### A professional success story

#### Helping a client with multiple successful businesses plan for retirement

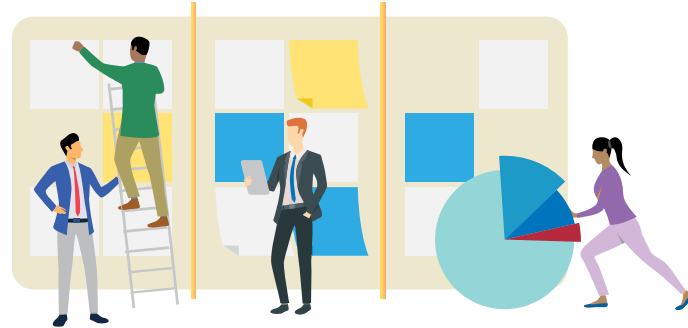
" My clients rely on me to simplify their lives and I find doing so extremely gratifying. One such client story that comes to mind is that of a well established, Vancouver-based small business owner who wanted to understand if it was feasible for him and his spouse to retire in under five years. Together, they owned multiple businesses and had various active and passive income sources. They had excess funds in their holding company and had accumulated a good amount of assets throughout their working lives. However, they lacked a comprehensive financial plan which could paint a clear picture of their future and retirement. Working together, I was able to map out multiple scenarios and put together a comprehensive financial plan taking into account their existing investment portfolios, insurance, tax ramifications and most importantly their goals and priorities for the future. I was able to help them properly plan so that they could meet their retirement goals and reduce the stress associated with retirement income. "



- Kelly Ho, CFP®, DLD Financial

## Start your journey to CFP certification: Live Life Confidently

Learn More  
About Your Career  
in Financial Planning



Sign up to stay  
up-to-date with  
FP Canada Certifications

### FP Canada

A national professional body working in the public interest, FP Canada is dedicated to championing better financial wellness for all Canadians by certifying professional financial planners and leading the advancement of professional financial planning in Canada.

### FP Canada Institute™

A division of FP Canada the FP Canada Institute is dedicated to elevating the practice of financial planning. The FP Canada Institute provides professional education, practice support tools and other resources to financial planners and students to help them meet the needs and expectations of all Canadians seeking financial planning advice from a certified professional.

### FP Canada Standards Council™

A division of FP Canada, the FP Canada Standards Council establishes and enforces financial planning standards, sets the certification requirements for professional financial planners and develops and delivers certification examinations. The FP Canada Standards Council ensures FP Canada certificants meet appropriate standards of competence and professionalism through rigorous requirements of education, examination, experience and ethics.



[fpcanada.ca](https://fpcanada.ca)

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