



FP Canada[®]
Advancing Professional
Financial Planning

QAFF[®]



Your Career in Financial Planning

Imagine the difference you can make





About FP Canada™

Established in 1995, FP Canada is a national not-for-profit education, certification and professional oversight organization 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.

Join an in-demand profession that directly contributes to the wellbeing of society

At a time when society is facing unprecedented disruption in all walks of life, Canadians have a greater need than ever for personalized financial planning advice with a human touch.

As a successful financial planner, you will be a trusted partner through all phases of your clients' lives. You will help them manage their everyday and complex financial needs with a plan that fits their diverse and changing circumstances. Your ongoing guidance will help build their financial confidence.

Help all Canadians achieve financial wellness. Imagine the difference you can make!

What do professional financial planners really do ?

In our increasingly automated world, clients want personal, ongoing advice that takes the complexity of their lives into account. Today's financial planners must be able to focus on all aspects of their clients' lives and see their clients' needs through a holistic lens. Plus, they need to understand the factors that drive their decisions.

FP Canada has termed this approach "3H Financial Planning" – holistic, human, and honest.

Financial planners offer professional advice in the following key areas:

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

" I coach my clients all the time. I don't play the game—they do —but I am helping them develop and reach their goals. "

- Glen Dilworth, QAFP®
RBC Financial Planning,
Ontario

Is financial planning a good career fit for you?

Successful financial planners must have comprehensive financial planning technical skills and knowledge. Just as importantly, they need strong behavioural and relationship skills so they can communicate and connect effectively with their clients.

- 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?

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 advice
- **Professional Responsibility:** it shows your commitment to the highest ethical standards and to always act in your clients' best interests
- **Professional Branding:** it enhances your professional and personal branding 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

“ It's really about how to make someone's life better and to make them feel better about what's going to happen in the future. ”

- Kelly Ho, CFP®
DLD Financial, BC



Wonder what a day in the life of a professional financial planner might look like?

[Learn more about a day in the life of a financial planner](#)

“ When you know you can make an impact on someone's life –helping them to pay off their mortgage or finally get debt-free, or be able to enjoy retirement or start a family–that's really rewarding to be part of. ”

- Amish Gandhi, QAFP®
RBC Financial Planning,
Ontario



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.

[Learn more about your career in financial planning](#)



QUALIFIED ASSOCIATE FINANCIAL PLANNER™ Certification

QAFP® professionals are ideally suited to help clients who want to grow their financial well-being. QAFP® professionals have demonstrated the knowledge, skills, experience and ethics to understand client needs as change happens and strategies evolve. Their advice is holistic and touches many aspects of each client's life. QAFP professionals serve a diverse population by offering advice for today's speed of life. This certification can also be a bridge to CERTIFIED FINANCIAL PLANNER® certification.

[Learn more about QAFP certification](#)

Key job titles

1. Financial planner
2. Financial planning representative
3. Associate financial planner
4. Investment/retirement/tax planner



CERTIFIED FINANCIAL PLANNER® Certification

CFP® certification is the world's most recognized financial planning designation and is considered the 'gold standard' for the profession. 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.

[Learn more about CFP certification](#)

Key job titles

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

Your path to certification

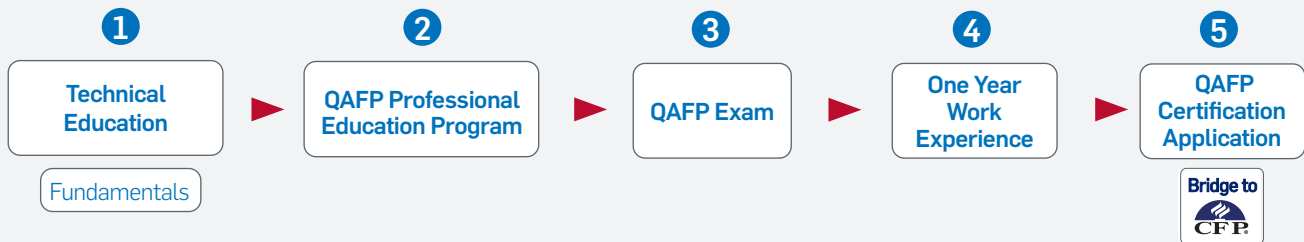
How to earn a professional financial planning certification

To obtain and maintain a professional financial planning certification from FP Canada, students must:

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

QAFP[®] QUALIFIED ASSOCIATE FINANCIAL PLANNER[™] Certification

A post-secondary diploma is a requirement for QAFP certification. QAFP[®] certification can also be a stepping stone to CFP[®] certification.



CFP[®] CERTIFIED FINANCIAL PLANNER[®] Certification

A post-secondary degree is a requirement for CFP[®] certification.



Annual Income for QAFP Professionals



> \$ 200k **26%**
> \$ 100k **58%**

Top Employers for Financial Planners



- RBC
- IG Wealth Management
- TD
- CIBC
- BMO




Annual Income for CFP Professionals



> \$ 200k **28%**
> \$ 100k **55%**

Based on self-reported data for January 1 - December 31, 2022.

		
Degree of Expertise	Great way to start your career in financial planning	Considered the gold standard for the financial planning profession
Post-Secondary Education	Diploma	Degree
Technical Education	Technical Education - Fundamentals	Technical Education - Fundamentals Technical Education - Advanced
Examination	Four-hour , computer-based exam consisting of multiple-choice questions	Six-hour , computer-based exam consisting of a combination of standalone, multiple-choice and case-based questions
Work Experience Requirements	One year , full time	Three years , full time
Professional Education Earned from the FP Canada Institute™	<ul style="list-style-type: none"> • QAFP® Professional Education Program leading to a Certificate in 3H Financial Planning 	<ul style="list-style-type: none"> • Introduction to Professional Ethics • CFP® Professional Education Program leading to a Advanced Certificate in 3H Financial Planning™
Type of Client Needs	Addresses day-to-day financial planning needs	Address complex financial planning needs
Services Offered	Everyday financial advice in the areas of: <ul style="list-style-type: none"> • Financial Management • Investment Planning • Insurance & Risk Management • Tax Planning • Retirement Planning • Estate Planning and Law for Financial Planning 	Complex financial advice in the areas of: <ul style="list-style-type: none"> • Financial Management • Investment Planning • Insurance & Risk Management • Tax Planning • Retirement Planning • Estate Planning and Law for Financial Planning
Sample Job Titles	<ul style="list-style-type: none"> • Financial planner • Financial planning representative • Associate financial planner • Investment/retirement/tax planner 	<ul style="list-style-type: none"> • Senior financial planner • Manager, financial planning • Director, financial planning services • Vice president, wealth management
Governing Standards	FP Canada Standards Council Standards of Professional Responsibility	FP Canada Standards Council Standards of Professional Responsibility
Annual Continuing Education (CE) Requirements	12 hours of CE	25 hours of CE



A professional success story

Helping a young couple buy their first home

"Buying your first home is a key milestone but it can also be very intimidating. One story that comes to mind is of a young couple who was particularly stressed about being able to afford their first home. They were concerned about using up all their savings for this purchase and its impact on their overall financial health, especially their retirement savings.

After several discovery sessions, I was able to build a financial plan that suited their needs and was also flexible enough to accommodate any evolving circumstances. I got them approved for their first home in a rather tight market, while maintaining a strong retirement plan and provided them with the confidence to move forward quickly and with certainty.

I have since seen their family grow and now also help them plan for their kids' education and find it extremely rewarding to have played my part in their thriving lives."

- Amish Gandhi, QAFP®
RBC Financial Planning,
Ontario

**Path to
QAFP 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.

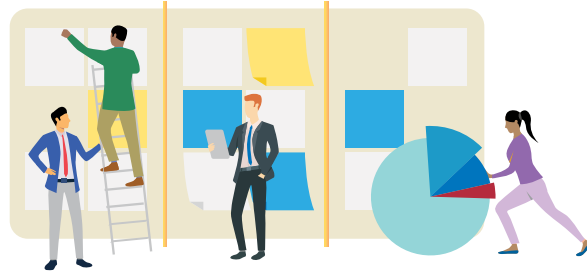
Working together, I was able to map out multiple scenarios and put together a comprehensive financial plan taking into account their existing investment portfolios, insurance, tax ramifications and most importantly their goals and priorities for the future. I was able to help them properly plan so that they could meet their retirement goals and reduce the stress associated with retirement income."

- Kelly Ho, CFP®
DLD Financial, BC

**Path to
CFP Certification**

Join an in-demand profession!

Learn More
About Your Career
in Financial Planning



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

FP Canada™

Established in 1995, FP Canada is a national not-for-profit education, certification, and professional oversight organization 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 across the country. There are about 17,000 CERTIFIED FINANCIAL PLANNER® professionals and about 1,900 QUALIFIED ASSOCIATE FINANCIAL PLANNER™ professionals as at December 31, 2022, who are held to FP Canada's rigorous professional and ethical standards. Visit the FP Canada website for more information.

FP Canada Institute™

The FP Canada Institute™, a division of FP Canada™, is dedicated to elevating the practice of financial planning through education and practice support that is affiliated with Canada's most trusted partner in professional financial planning. Well-suited to a changing, fast-paced world, the Institute offers individuals and industry partners a new, direct, end-to-end learning path that integrates technical and professional skills education in support of QAFP® certification and CFP® certification. **The FP Canada Institute: Trusted. End-to-End. Excellence.**

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

902-375 University Ave. Toronto, ON M5G 2J5 • info@fpcanada.ca • 416-593-8587 • Toll Free: 1-800-305-9886



CFP®, CERTIFIED FINANCIAL PLANNER® and CFP logo are trademarks owned by Financial Planning Standards Board Ltd. (FPSB) and used under license. QAFP®, QUALIFIED ASSOCIATE FINANCIAL PLANNER™, QAFP logo and all other trademarks are those of FP Canada™. © 2023 FP Canada™.

[Accessibility Policy](#) | [Privacy Policy](#)