



FP Canada[®]
Advancing Professional
Financial Planning

QAFFP[™] Where
Confidence
Begins

Your Journey to

QUALIFIED ASSOCIATE FINANCIAL PLANNER[™] Certification



About FP Canada™

FP Canada is an independent professional body that works in the public interest. It 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 offers two professional financial planning certifications: CERTIFIED FINANCIAL PLANNER® certification and QUALIFIED ASSOCIATE FINANCIAL PLANNER™ certification.

“ 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

So, you're interested in a career in financial planning?

Financial planning is an in-demand profession that directly contributes to the wellbeing of society by helping people achieve their goals. Financial planners help their clients manage their day-to-day and complex financial needs with plans that fit their diverse and changing circumstances.

Successful financial planners are trusted partners through all phases of their clients' lives.

This brochure will help you:

1. Identify if QAFP™ certification is the right career fit for you
2. Realize the scope of professional success as a QAFP Professional
3. Understand what professional financial planners actually do
4. Recognize the need for earning a professional certification

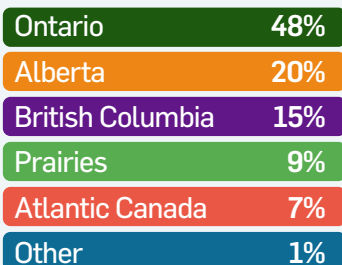
QAFP™ certification: where confidence begins

QAFP™ certification is a great way to start your career in financial planning. Offered by FP Canada, this certification enables you to understand your clients' everyday financial planning needs and offer professional financial advice that fits their diverse lives and supports their goals. QAFP certification can also be a stepping stone to CFP certification.

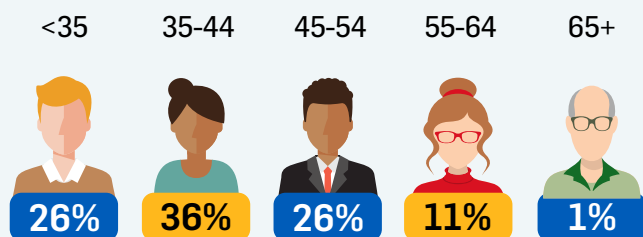
This is where confidence begins.

QAFP professionals across Canada

Location



Age



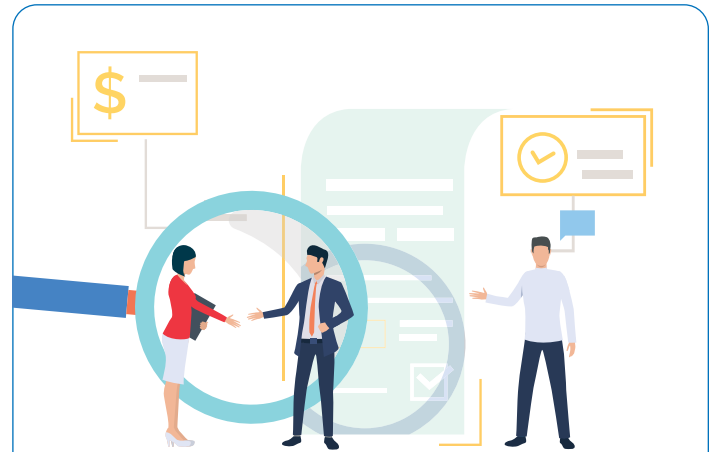
Based on self-reported data for January 1 - December 31, 2020.

What do QAFP professionals really do?

QAFP professionals guide their clients through their journey to financial wellness by offering professional advice for their everyday financial needs, always acting in their clients' best interests. Their focus is on making a difference for people in a holistic way by understanding what matters to them and what influences their decisions, while maintaining the highest standard of professional responsibility. FP Canada has termed this approach "3H Financial Planning"—Human, Holistic and Honest.

QAFP professionals provide everyday financial 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



Key job titles for QAFP professionals

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

“ I try to treat this as my own business. Successful planners have an entrepreneurial focus. ”

- Amish Gandhi, QAFP™
RBC Financial Planning, Ontario

To succeed, QAFP professionals must have the technical skills and financial planning knowledge as well as strong behavioural and relationship skills so they can 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.



Learn more about
financial planning as a career

“ 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 this the right 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 QAFP professional

QAFP designation is very much welcomed by the financial services industry. Research shows that it is increasingly becoming the preferred financial planning designation of its level*.

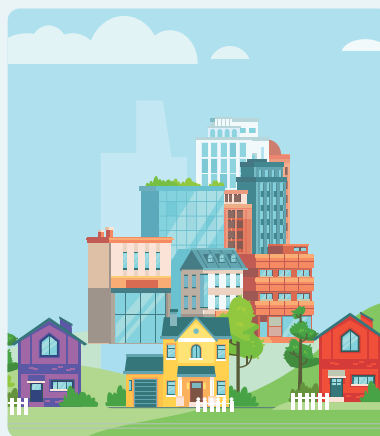
Annual Income



> \$ 200k	7%
\$ 100k - \$ 199k	34%
< \$ 100k	44%
No Answer	15%

Based on self-reported data for January 1 - December 31, 2020.

Top 10 Employers



- 1 RBC
- 2 TD
- 3 CIBC
- 4 IG Wealth Management
- 5 Scotiabank
- 6 BMO
- 7 SunLife
- 8 Canada Life
- 9 The Co-Operators Group
- 10 Manulife

*2020 INNOVATIVE Research Group Report



New laws require certification

In recent years, provincial governments in Ontario and Saskatchewan have passed new laws requiring financial planners in those provinces to demonstrate their competence and professionalism by obtaining a financial planning certification. With other provinces poised to institute similar requirements in the future, FP Canada will always work to ensure that CFP certification and QAFP™ certification remain leaders in a fast-changing environment.



Learn more about a day in the life of a professional financial planner

“ One of the joys of working in the community where you live is you are close to the people you’re helping. ”

- Glen Dilworth QAFP™
RBC Financial Planning, Ontario

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

“ 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

How to become a QAFP professional

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

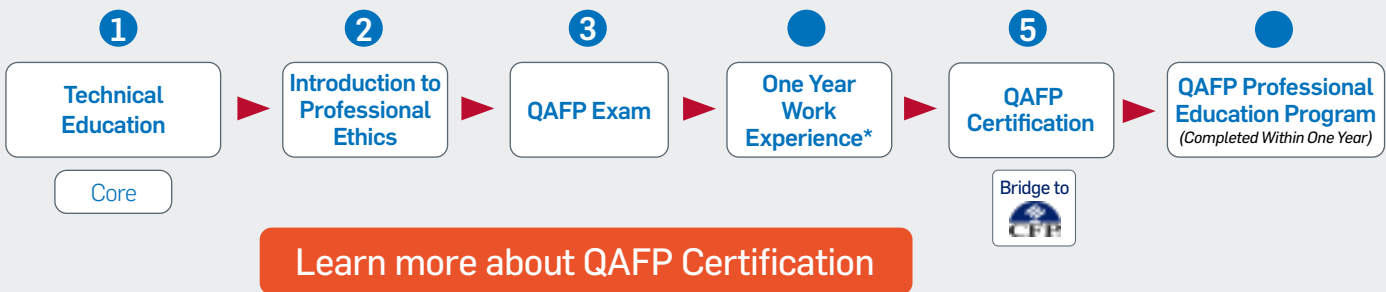
- Complete a comprehensive education program
- Pass a certification exam
- Commit to ongoing professional development
- Demonstrate relevant work experience
- Adhere to a strict code of ethics

Keeping Standards High

QAFP 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.

QAFP™ QUALIFIED ASSOCIATE FINANCIAL PLANNER™ Certification

Starting 2022, post-secondary diploma is a requirement for QAFP certification. QAFP certification can also be a stepping stone to CFP certification.



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.

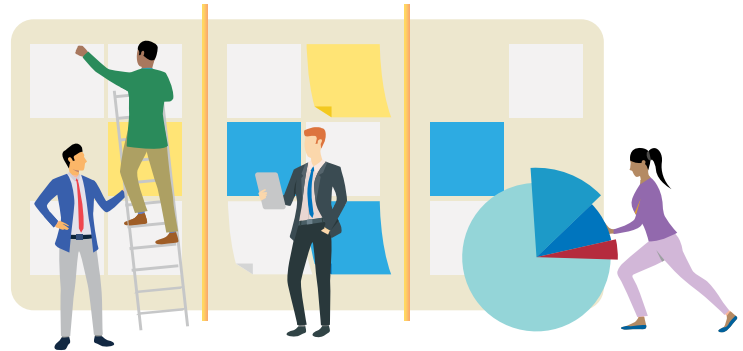
I have since seen their family grow and now also help them plan for their kids' education and find it extremely rewarding to have played my part in their thriving lives."



- Amish Gandhi, QAFP™
RBC Financial Planning, Ontario

Start your journey to QAFP certification: this is where confidence begins

Learn More About
QAFP Certification



Sign Up To
Stay Up-to-date With
QAFP Certification

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

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



QAFP™, Qualified Associate Financial Planner™, QAFP logo and all other trademarks are those of FP Canada™ © 2021 FP Canada™. All rights reserved.