



**FP Canada**®

*Advancing Professional  
Financial Planning*

**QAFP**®

*Your Journey to*

# QUALIFIED ASSOCIATE FINANCIAL PLANNER™ Certification



## 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.

*“ 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

## QUALIFIED ASSOCIATE FINANCIAL PLANNER™ certification – Advice for Today's Speed of Life

QAFP® certification demonstrates a financial planner's competence and commitment to high ethical standards including putting their clients' interests first. Certification demonstrates professionals have the ability to offer holistic financial advice for today's speed of life. QAFP professionals have proven they have the knowledge, skills, experience and ethics to provide financial planning strategies and solutions for clients who are in the process of building their financial well-being. QAFP professionals are certified by FP Canada™, a national, not-for-profit professional body working in the public interest. QAFP certification has also been approved by the Financial Services Regulatory Authority of Ontario (FSRA) as a valid credential for individuals using the Financial Planner title in Ontario.

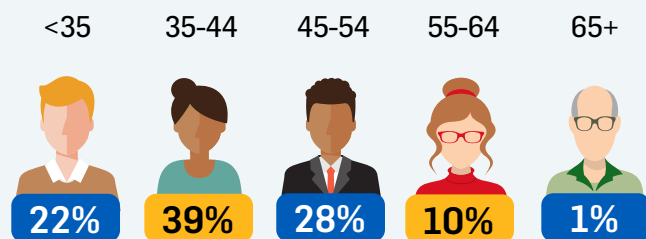
### QAFP professionals across Canada

#### Location



Ontario	46%
British Columbia	20%
Alberta	18%
Prairies	11%
Atlantic Canada	4%
Other	1%

#### Age



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

## 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

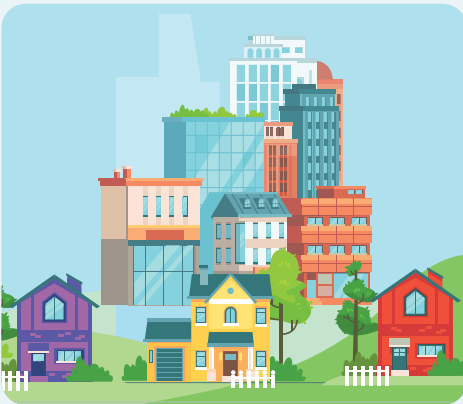
## Is this the right career fit for you?

- 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\*.

## Top Employers for QAFP Professionals



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

## Annual Income for QAFP Professionals



> \$ 200k	<b>26%</b>
\$ 100k - \$ 199k	<b>32%</b>
< \$ 100k	<b>31%</b>
No Answer	<b>11%</b>

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

\* 2021 INNOVATIVE Research Group Report



## 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. CERTIFIED FINANCIAL PLANNER® certification and QUALIFIED ASSOCIATE FINANCIAL PLANNER™ 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 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:

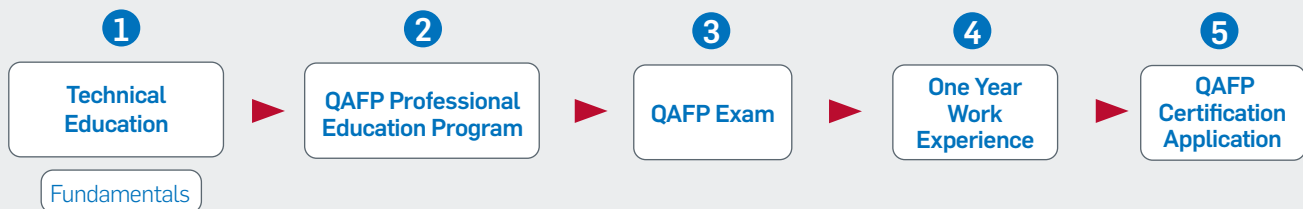
- Complete a comprehensive education program
- Pass a certification exam
- Commit to ongoing professional development
- Demonstrate relevant work experience
- Adhere to a strict code of ethics

## 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

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



[Learn more about QAFP 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.

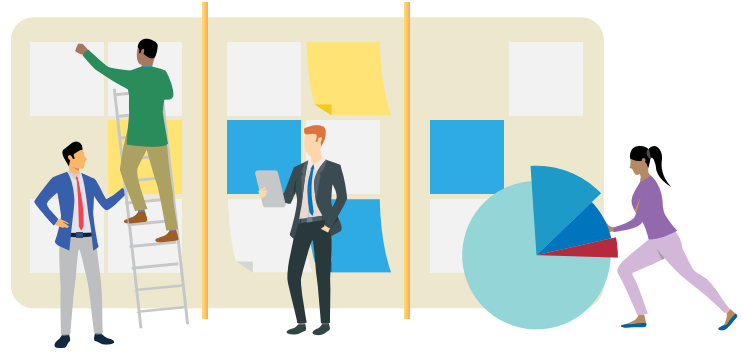
I have since seen their family grow and now also help them plan for their kids' education and find it extremely rewarding to have played my part in their thriving lives."



- 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™

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](https://fpcanada.ca)

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



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