



Why firms value **CERTIFIED FINANCIAL PLANNER®** professionals?

Global research from **Financial Planning Standards Board (FPSB)** by **Comparator Benchmarking**, a wealth management and financial advice-benchmarking organisation, displays the positive impact **CERTIFIED FINANCIAL PLANNER®** professionals have on South African financial firms and their consumers.

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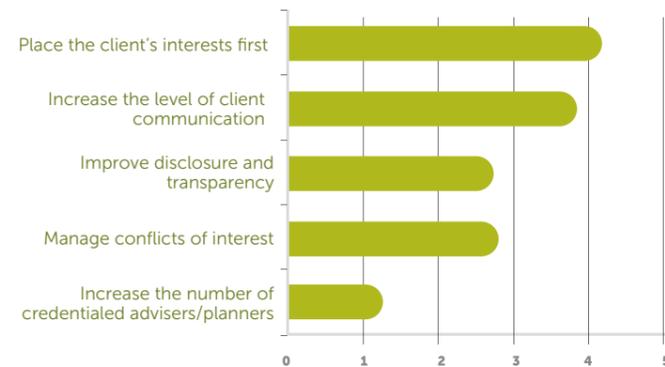
Research Participation Overview Sector representation:



4 things firms value most about **CERTIFIED FINANCIAL PLANNER®** professionals?

- 80%** of firms believe that they have a *higher rate of growth* of assets under management
- 80%** of firms believe that they generate a *higher revenue*
- 60%** of firms believe that they are *more productive*
- 80%** of firms believe that they generate a *higher profit*

5 things firms should do to improve consumer's trust:



When asked to rank 1-5 (with 5 being the highest and 1 the lowest), what firms think clients value from financial planners, the results were as follows:



CFP® professionals are more productive and profitable

- CFP® professionals are more productive, according to **60%** of firms surveyed
- 80%** of firms indicated that **CFP® professionals** (in general) generate higher levels of revenue than advisors without **CFP®** certification
- 60%** of firms saw an increase in business profitability from **CFP® professionals**, compared to those without **CFP®** certification



The **CFP®** certification's impact on financial planners' career progress

- 80%** of firms viewed **CFP®** accreditation as favourable when employing financial planners/advisors
- 80%** of firms believed that **CFP®** professionals have a higher rates of career advancement than those who do not hold the designation
- 80%** of firms believed that **80%** of **CFP®** professionals average longer terms of employment compared to advisors who do not hold **CFP®** certification

CFP® certification and public perception

In *12 months*, **60%** of firms expect an increase in the number of people seeking advice from financial planners.

In *5 years*, **60%** of firms expect an increase in the number of people seeking advice.



CFP® certification and risk avoidance

60% of firms indicate that **CFP®** professionals have lower compliance and legal risks compared to those who are not certified.



CFP® certification and client retention

1 80% of firms indicated that employing **CFP®** professionals had a positive impact on clients satisfaction with the firm and led to increased client retention.

2 60% of firms identified a growing demand for high net worth clients to be serviced by a **CFP®** professional.

