



The Gold Standard in Financial Planning

A Certified Financial Planner® professional – recognizable by the **CFP** marks after a planner's name – has achieved and maintains internationally recognized standards of knowledge, skills, abilities and ethics. The CFP designation provides assurance to Canadians that the design of their financial future rests with an appropriately qualified professional who will put clients' interests ahead of their own.

The CFP designation is recognized internationally for excellence in financial planning. There are more than 17,500 CFP professionals across Canada, part of an international network of 150,000 individuals who have earned CFP certification in 25 territories around the world.

Why is the designation of your financial planner so important? In most Canadian provinces, there is no legislated standard in place for those who offer financial planning services. With the exception of Quebec, people who call themselves financial planners are not required to obtain any credentials whatsoever.

CFP professionals demonstrate their financial planning competence through extensive education, a rigorous standardized national examination process, comprehensive continuing education requirements and accountability to FPSC for a code of ethics, practice standards, and the rules and regulations of their professional body.

Look for the CFP marks to ensure you are receiving the gold standard in financial planning. Don't settle for less.