

Certified for Success: Why Become a CFP?



CFPs report high satisfaction in...

- ✓ Work/Life Balance
- ✓ Career Stability
- ✓ Compensation
- ✓ Advancement Opportunities
- ✓ Career Fulfillment

What is a CFP Certification?

A Certified Financial Planner (CFP®) is a professional designation recognized as the gold standard in the financial planning industry. It signifies that an individual has met higher education, examination, and experience requirements, and adheres to a strict code of ethics.

What makes a CFP certification so valuable?

CFP® certification is a game-changer for your career. It positions you as a top-tier financial expert, increasing your earning potential and opening doors to prestigious opportunities in the industry. Employers and clients alike value the credibility and expertise that come with the certification, giving you a competitive edge. With the confidence gained through advanced education, rigorous training, and real-world experience, you'll build a thriving career while growing your professional reputation.

THE PATHWAY TO FINANCIAL FREEDOM



Should I earn a CFP certification?

CFP® certification is a good idea if you are interested in advancing your career in financial planning, earning a higher income, and gaining the trust of your clients. As a CFP®, you'll be recognized as an expert in the field, able to provide comprehensive and personalized financial advice. The certification opens doors to a wide range of career opportunities, from managing high-net-worth clients to leading a financial planning team. If you're passionate about helping others secure their financial futures, a CFP® certification not only boosts your professional credibility but also offers the satisfaction of making a meaningful impact on people's lives. Plus, with higher earning potential and career growth, it's an investment in both your future and your clients'.

Earnings Statistics

Through the years, various studies have placed the median income for CFPs at **\$210,000 to \$250,000** annually. Additionally, an AITE Group Study found that CFP® professionals in a solo practice of 12+ years generate a median annual revenue of **\$450,000**, while those in team practices average **\$650,000**.

As practices grow, they also develop into significant **sellable equity**, making them valuable assets in addition to their ongoing revenue potential.

90%

90% of consumers consider financial advisor certifications to be of importance.

87%

CFPs report 87% client satisfaction, compared to non-CFP advisors reporting 72% client satisfaction.

86%

86% of clients reportedly prefer an advisor who has passed a rigorous education program and certification exam.

85%

CFPs report high levels of overall career satisfaction, with 85% reporting high personal fulfillment in their career.

79%

79% of CFPs claim their CFP certification gives them an edge over non-CFP advisors.

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*Statistics sourced from the CFP Board

