

CERTIFIED FINANCIAL PLANNER™ designation in the news:

"There are lots of designations for advisers -- the ones that mean the most are: CFP® awarded by the CFP Board of Standards; and NAPFA, the National Association of Personal Financial advisers, a group of advisers who don't accept commissions for selling investment products, but work for fees paid by their customers."

~Gerri Willis, CNN Money, December 22, 2009

"Credentials are things like the CERTIFIED FINANCIAL PLANNER™ designation, which requires those who have it to pass a difficult exam. A Certified Public Accountant counts here, too. You can't just pay to get these letters after your name; you have to earn them."

~ Ron Lieber, New York Times, June 5, 2009

"Ask yourself some questions. Start with this one: What kind of advice are you actually looking for? Do you want someone to take an in-depth look at whether you're on track for retirement and, if not, lay out a plan that can help you better prepare? In that case you may need a CFP®."

~ Walter Updegrave, Money Magazine, May 5, 2009

"Look for Credentials that Matter: There are many credentials that financial planners tack onto their names—with varying degrees of legitimacy. One important acronym to look out for is CFP which stands for 'Certified Financial Planner.' A CFP® has passed a rigorous exam and is required to pursue continuing education credits. Don't be sold by a slick pitch: A CFP® is required to put the client's financial needs first and above his or her own."

~ Better Business Bureau, March 3, 2009

"First things first: Anyone can use the title financial planner. It's not quite like being a lawyer, where state bar associations decide who gets to practice law. As a result, all sorts of accountants and insurance agents refer to themselves as financial planners.... If you're looking for a complete, wide-ranging analysis of your financial standing, a CFP® is the person to see."

~ Ron Lieber, New York Times, December 23, 2008

"Generally, financial planners with the CERTIFIED FINANCIAL PLANNER™ are the most in-demand, as they must obtain three years of financial-planning experience, pass several exams (including a two-day, 10-hour case-study exam) and meet continuing-education requirements."

~ David Kochanek, *Forbes*, December 10, 2008

"It's true anyone can call himself or herself a financial planner, so that doesn't count for much. Being a CERTIFIED FINANCIAL PLANNER™ carries more weight, because it indicates the adviser has had extensive education and passed stringent tests."

~ Joe Collum, *PBS Nightly Business Report*, October 13, 2008

"I'm a fan of the CERTIFIED FINANCIAL PLANNER™ designation. From my experience as a journalist, plus knowing several friends that got a CFP®, it gives the practitioner a very broad overview of household finances. The CFP® offers the kind of broad background that will enable you to deal with everything from managing a portfolio to dealing with long-term care insurance to philanthropic gift giving."

~ Chris Farrell, *publicradio.org*, August 22, 2008

"Find out what experience and education your planner has. A minimum, say the experts, is a degree as a CERTIFIED FINANCIAL PLANNER™, which means the adviser has a certain level of education and experience, as well as attends continuing education classes. CERTIFIED FINANCIAL PLANNER™ are also bound by a code of ethics that includes fiduciary duty."

~ Alina Tugend, *New York Times*, April 26, 2008

"The term 'financial planner' can be used by almost anyone and is often mistaken for those who truly can use the [marks] 'CERTIFIED FINANCIAL PLANNER™' or CFP® because they have had extensive education, testing, experience and certification."

~ Terry Savage, *Chicago Sun-Times*, April 21, 2008

"Make sure what you need is a broker and not a financial planner. A financial planner should work with you on all your assets and liabilities, not just your investment portfolio.... investigate the possibility of working with a CERTIFIED FINANCIAL PLANNER™. It's a designation that the planner has had a rigorous training, passed a minimum competency exam, and keeps up with the required continuing education."

~ Chris Farrell, *Minneapolis Star Tribune*, April 12, 2008

"I like the CFP® since it implies a level of comprehensive education into the whole financial planning process--and that's what you need rather than a broker or life insurance agent."

~ Chris Farrell, *Publicradio.org*, November 5, 2007

"[CERTIFIED FINANCIAL PLANNER™ professionals] maintain a broad-based approach to retirement, education, taxes, insurance, estates and other life issues. Investing is a major part -- but just one part -- of the big picture. 'You can't just be crackerjack on investments and get through the CFP® certification exam,' says Karen Schaeffer, a Rockville, Md.-based financial planner and chair of CFP Board, which regulates CFP® practitioners. 'It would be hard to do financial planning without understanding investments, but there's a great deal of financial planning that goes on' beyond investment strategies."

~ Jonathan Burton, *Wall Street Journal*, July 8, 2007

"Many elderly Americans are receiving financial guidance from advisers with credentials that sound impressive, but can be earned in just a few days.

LESS RIGOROUS CREDENTIALS: Certified Senior Adviser, Certified Retirement Financial Adviser, Registered Financial Gerontologist, Certified Retirement Counselor.

MORE RIGOROUS CREDENTIALS: CERTIFIED FINANCIAL PLANNER™, Chartered Financial Analyst"

~ Charles Duhigg, *New York Times*, July 8, 2007

"Of all the financial planning designations, the one that carries the most clout is CERTIFIED FINANCIAL PLANNER™."

~ Lauren Young, *BusinessWeek*, February 26, 2007

"Financial planning credentials can look like alphabet soup to a novice, but [Peggy] Cabaniss, CFP®, past chairwoman of the National Association of Personal Financial Advisors, recommends looking for two credentials: CERTIFIED FINANCIAL PLANNER™...and chartered financial consultant. 'The CFP® is considered the gold standard,' she said, 'whereas a chartered financial consultant has a focus on insurance.'"

~ M.P. Dunleavey, *The New York Times*, September 9, 2006

"Most advisers have had little formal financial education. For instance, maybe 5% of brokers, financial planners and insurance agents have bothered to become a CERTIFIED FINANCIAL PLANNER™, which has become the basic credential for any half-decent adviser. To ensure your adviser is knowledgeable, stick with CFP®s..."

~ Jonathan Clements, *The Wall Street Journal*, May 31, 2006

"Start by looking for someone with broad training in the financial-planning field. The most widely recognized designation for a generalist is the CERTIFIED FINANCIAL PLANNER™ certification, a designation held by some 50,000 people in the U.S., according to the Certified Financial Planner Board of Standards, a group that oversees CFP®s."

~ Karen Hube, *The Wall Street Journal*, April 24, 2006

"Most financial designations aren't subject to state or federal regulation, but are still highly regarded because of the steps needed to earn those initials. Many also are accountable to professional organizations that set ethical standards on members. The CERTIFIED FINANCIAL PLANNER™ certification is considered the gold standard in this crowd."

~ Jeff Opdyke, *The Wall Street Journal*, January 28, 2006