Firms expect an increase in the number of people seeking advice from financial planners.

- **Increased Productivity and Profitability**: 69% of firms said CFP professionals have a higher rate of growth of assets under management.
- **Lower Corporate Risks and Complaints**: 69% indicate CFP professionals lower compliance and legal risks.
- **Fewer Client Complaints**: 59% report fewer client complaints against CFP professionals.
- **Generate Higher Profit**: 62% of firms said CFP professionals generate higher profit.
- **More Productive and Profitable**: 60% average longer employment.
- **Higher Rates of Career Advancement**: 76% experience higher rates of career advancement.
- **Incentives to Grow**: 79% of firms plan to grow the number of CFP professionals.

**CFP Professionals = Satisfied Clients**

- **Differentiate the Business**: 81% of firms say CFP professionals help differentiate their business.
- **Increase Client Retention**: 76% of firms indicate employing CFP professionals leads to increased client retention.
- **Boost Client Satisfaction**: 84% of firms say employing CFP professionals has a positive impact on client satisfaction.

**Why Firms Value CFP Professionals**

- CFP professionals are more productive and profitable.
- CFP professionals lower corporate risks and complaints.
- CFP professionals generate higher profit.
- Firms expect an increase in the number of people seeking advice from financial planners.

**CFP Professionals Make Great Employees**

- 60% average longer employment.
- 76% experience higher rates of career advancement.

**Incentives to Grow**

- 79% of firms plan to grow the number of CFP professionals.

FPB Ltd. conducted global research, using Comparator Benchmarking, with:

- 92 Firms
- 12 Territories
- 120,117 Financial Advisers
- 11,568 CFP Professionals

FPSB Ltd. conducted global research, using Comparator Benchmarking, with:

- www.fpsb.org