



# CFP Certification Value Proposition

CFP certification is the global symbol of excellence in financial planning for professionals with a shared commitment to better serving their clients through rigorous international standards, ethical practices and lifelong learning.

**INTERNATIONAL STANDARDS:** CFP professionals have met rigorous education, examination and experience requirements, and uphold standards of practice in holistic financial planning.

**ETHICAL PRACTICES:** CFP professionals commit to a Code of Ethics and to putting clients' interests first.

**LIFELONG LEARNING:** CFP professionals continuously learn, grow and pursue professional excellence throughout their careers.