

THE VALUE OF FINANCIAL PLANNING



CONSUMERS ARE CHALLENGED BY THEIR FINANCES



ONLY 17%

of consumers agree they are **very knowledgeable** about **financial matters**



ONLY 19%

of consumers feel **very successful** at **sticking to their financial strategies**



ONLY 22%

of consumers are **very confident** they will **achieve their financial goals**



ONLY 32%

of consumers have a **written financial plan**



Consumers rely on friends, family and websites more than financial professionals for information on financial matters

WHAT CONSUMERS ARE FOCUSED ON

- BEING DEBT FREE
- BEING PREPARED FOR AN EMERGENCY
- OWNING A HOME
- PLANNING FOR RETIREMENT
- MANAGING THEIR OWN FINANCES
- SUPPORTING OTHERS FINANCIALLY
- MANAGING INVESTMENTS

WHAT SERVICES CONSUMERS WOULD SEEK FROM A PROFESSIONAL ADVISER



TRUST IS IMPORTANT, BUT MOST DON'T KNOW WHOM TO TRUST

- 68% of consumers **rate trustworthiness as a very important consideration when selecting** a financial professional
- 66% of consumers **don't know whom to trust when it comes to financial planning**

HAVING A FINANCIAL PLAN AND A CERTIFIED FINANCIAL PLANNER PROFESSIONAL PUTS CONSUMERS IN CONTROL



HAVE A PLAN

Consumers with a **comprehensive, written financial plan** are nearly three times more likely to **feel very confident** they will achieve their life goals



WORK WITH A CFP PROFESSIONAL

Consumers who work with CFP professionals are 36% more likely to feel **very confident** they will **reach their goals** and 39% more likely to be **very satisfied with their adviser** over those working with other advisers

CLIENTS RATE THEIR CFP PROFESSIONAL HIGHEST ON:

- HONESTY AND INTEGRITY
- BEING UPFRONT AND TRANSPARENT
- UNDERSTANDING MY NEEDS AND GOALS
- ATTENTIVENESS
- PLACING CLIENT INTERESTS FIRST