

Making Cents - October 25, 2017



CFP, CPA, EA's and more:
Understanding Who's Who in the
World of Financial Professionals

Presented by:
Holly Chase, CFP®

Today's Objective

1. General overview of financial services
2. Identify players and permissions required for people delivering them
3. Compare licensure vs. certification
4. Certification requirements
5. Common financial certifications

Are They All Real?



Financial Services

Banking

Transactional Accounts
Savings Products
Loans

Insurance

Life, Health,
Disability,
Long-Term Care
Property & Casualty
Annuities

Investments

Stocks, Bonds,
Mutual Funds
Options,
Commodities
Advice

Other

Tax Preparation
Financial Plans

Players, People, Permission



Insurance

Players

Companies
Banks
Credit Unions
Investment Firms

People

Brokers
Agents/Producers

Permission

PA Insurance
Department

Investments

Players

Investment Firms
Companies
Banks
Credit Unions

People

Brokers
Registered Reps
Investment Advisors

Permission

DOBS
Securities and Exchange
Commission (SEC)
Financial Industry
Regulatory Authority
(FINRA)



Other

People

Players

Permission

Accounting Firms

Tax Preparation Services

Financial Planning Firms

Accountants

Enrolled Agents

Paid Tax Preparers

Financial Planners

State Board of
Accountancy

IRS

???



Side Bar: Financial Planners

1. General term for a financial professional who helps develop a strategy for managing your money
2. Can be called planners, advisors, consultants
3. Products and services vary
4. Compensation method varies
5. Licensure required if financial products are offered for sale

Licensure vs. Certification

Licensure Certification

**Legal authority to conduct business or service;
involuntary;
government-regulated;
some result in a designation**

**Recognition of meeting certain criteria pertaining to business or service;
voluntary;
self-regulated**

CPA

Certified Public Accountant

EA

Enrolled Agent

RIA

Registered Investment Advisor



Licensing Requirements

Education
Examination
Experience
Ethics
Education
(continuing)

Certification Requirements

Education
Examination
Experience
Ethics
Education
(continuing)

Who Certifies and Watches?

**Independent Boards
Education Providers
Industry Associations
Individuals**

Sample Certifications

Banking

CMB®
Certified Mortgage
Banker

Insurance

CLU®
Chartered Life
Underwriter
CIC
Certified Insurance
Counselor

Investments

CFA®
Chartered Financial
Analyst

Other

CFP®
Certified Financial Planner
ChFC®
Chartered Financial
Consultant
AFC™
Accredited Financial
Counselor



	CFP	ChFC
Status	Currently offered and recognized by the issuing organization.	Currently offered and recognized by the issuing organization.
Issuing Organization	Certified Financial Planner Board of Standards, Inc.	The American College
Prerequisites	<p>Candidate must meet the following requirements:</p> <ul style="list-style-type: none"> › A bachelor's degree (or higher) from an accredited college or university, and › Three years of full-time personal financial planning experience or the equivalent part-time experience (2,000 hours equals one year full-time). 	Three years of full-time business experience within the five years preceding the awarding of the designation
Education Requirements	<p>Candidate must complete a CFP-board registered program, or hold one of the following:</p> <ul style="list-style-type: none"> › CPA › ChFC › Chartered Life Underwriter (CLU) › CFA › Ph.D. in business or economics › Doctor of Business Administration › Attorney's License 	Seven core and two elective courses, equivalent of 27 semester credit hours
Examination Type	Final certification examination	Final closed-book, proctored exam for each course
Continuing Education Requirements	30 hours every two years	30 CE credits every two years
Check Professional Status Online	Online at Search for a Certified Financial Planner Professional	Available at DesignationCheck.com
Investor Complaint Process	Online at Submit a Complaint	Online at Submit a Customer/Consumer Complaint
Published List of Disciplined Designees	Yes at Public Disciplinary Actions	None
Accredited By	National Commission for Certifying Agencies (NCCA)	The issuing organization (The American College) is accredited by the Middle States Commission on Higher Education Agency

www.finra.org/investors/professional-designations

What's Left?



Final Words on Certifications

RFP®

**Registered Financial
Planner**

[Registered Financial Planners
Institute]

Appropriate Licenses

\$150/year

CE: 20hrs/3 years

RFC®

**Registered Financial
Consultant**

[International Association of
Registered Financial
Consultants]

Appropriate Licenses

\$150/year

CE: 40hrs/year

FSW

**Certificate in
Financial Social Work**

[Center for Financial Social
Work]

Five "interactive" lessons

\$595 (one time fee)

CE: None

FCC

**Financial Crusader
in Christ
Free!**



Recap

1. General overview of financial services
2. Looked at the players and permissions required for people delivering them
3. Compared licensure vs. certification
4. Introduced common financial certifications
5. Comparison tools and resources

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Thank You!

Holly Chase, CFP®

hchase@phfa.org

717.780.3852