

"As a CFP professional, how has the CFP designation helped you to: differentiate yourself to clients; build your business; and establish your reputation?"

The public recognition of the CFP designation has gradually increased over the last 10 years and is becoming widely recognised as the pre-eminent qualification in the financial planning industry. Having this qualification has certainly assisted advisers stand out from the broader adviser pool. At the present time, there are no rules around who can call themselves a financial planner or advisor. The CFP has been set as a quality benchmark by the industry. Australian's can be more financially confident, more educated and informed when making decisions about their financial future, when they deal with a CFP . In addition to this having a widely recognised symbol of professionalism is an important step in our move to be recognised as a fully fledged profession.

Continuing to increase the professional standards in my view has been the key to the increased acceptance of the CFP designation. In addition to this having to fulfil both initial and ongoing certification requirements provides an additional level of comfort and confidence to both new and existing clients.

In my view the CFP qualification is now expected whenever a prospective or new client consults a financial adviser and given this expectation it is simply no longer a marketing tool. Having the CFP designation has become a core pre-requisite for any financial planner or adviser who would like to be known for their ability to provide strategic financial advice. This recognition is important, as it identifies a different skill set from a sales based adviser promoting a particular product or service.