



“She Cannot Be What She Cannot See.”

CFP Board Creates WIN Advocate Program to Introduce Girls and Women to the Financial Planning Profession

The need for financial planning has never been greater. The quality of our lives and the wellbeing of our families often depend on finding that perfect advisor—one who

combines technical expertise with compassion, communication skills, and integrity.



Marguerita Cheng, CFP®, WIN Advocate, talking to students about personal finance.

While the Certified Financial Planner Board of Standards, Inc. (CFP Board)¹ has seen impressive growth in the number of CERTIFIED FINANCIAL PLANNER™ professionals, the percentage of women in the profession hasn't budged from 23

percent for more than a decade—even as women control \$11.2 trillion of the country's investible assets² and are the primary earners in 40 percent of U.S. households.³

To address this challenge head-on, CFP Board launched its Women's Initiative (WIN) in 2013. WIN seeks to increase the number of women CFP® professionals by investigating possible barriers to their entry, and developing and implementing recommendations for programs and strategies to make more room for women in the financial planning profession.

WIN ADVOCATES

Research commissioned by CFP Board found that a lack of awareness and misperceptions of financial planning and the CFP® certification process are two of the biggest reasons why women don't become financial planners.

To help counter these issues, CFP Board has built a nationwide network of WIN Advocates who work to educate those in their communities about financial planning and how it can be a rewarding career for women. These CFP® professionals visit schools and colleges, women's and girls' groups, and professional associations to share their personal stories and discuss opportunities in the financial planning profession.

WIN Advocates provide a clear example of women's important place in the financial planning profession and can help answer questions about this meaningful career choice.

If you are interested in having a WIN Advocate speak to your group, please contact us at WIN@cfpboard.org.

Why Financial Planning?

Successful women CFP® professionals will tell you that a career in financial planning has a lot to offer:

- + Freedom and flexibility to harmonize personal and professional lives
- + Opportunity for creative problem solving
- + Ability to use skills relevant to one's own life
- + Variety of business models: solo practices, big firms
- + Earning potential comparable to other distinguished professions
- + Satisfaction of making a difference in people's lives

¹CFP Board is a nonprofit organization acting in the public interest by granting the CFP® certification and upholding it as the recognized standard of excellence for competent and ethical personal financial planning.

²Center for Talent Innovation. "Harnessing the Power of the Purse: Female Investors and Global Opportunities for Growth," May 2014.

³BMO Wealth Institute. "Financial Concerns of Women," March 2015.