

NEWS FOR IMMEDIATE RELEASE



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College for Financial Planning Unveils New Website Allowing Easier Verification of Designations

*CFPPdesignations.com allows consumers to check credentials of financial advisors,
gives professionals easy way to prove validity and quality of their designations*

Greenwood Village, Colo., Jan. 26, 2010 – The [College for Financial Planning](http://www.cfp.org) (the College), the nation’s premier provider of financial services education and owner of some of the industry’s most recognized financial-related credentials, announced today the launch of a new website that allows consumers, regulators and financial services firms to verify professionals who are currently authorized to use the College’s professional designations. The site, www.CFFPdesignations.com, also helps educate consumers about the College’s designations by providing information about the requirements to obtain and maintain use of the designations.

Dozens of [financial designations](#) and certificates are available in the U.S., and each mark can differ greatly in its education, experience and ethical requirements. For consumers, it can be challenging to differentiate among financial designations.

“Unfortunately, many consumers are unable to differentiate among the multitude of credentials on financial professionals’ business cards,” said [Vern Hayden](#), CFP[®], president and founder of Hayden Wealth Management. “Consumers should exercise care when choosing a financial professional and do the background research necessary to ensure they are partnering with credible and ethical professionals. The new CFFPdesignations.com website allows people to do just that. It’s a great tool.”

The new website is also a resource for professionals who hold designations from the College for Financial Planning, allowing firms, compliance professionals and regulators to verify individuals authorized to use the College’s designations. Financial advisors also can link to the new site, providing added transparency to clients.

“[CFFPdesignations.com](http://www.CFFPdesignations.com) is a valued-added resource, both for holders of the College’s designations and for consumers. The site provides a venue for designees to assure clients that the advisor has achieved a meaningful designation from a quality institution. The public, in turn, can verify that the advisor’s credentials are current, and link to the relevant curriculum, [Standards of Conduct](#) and continuing education requirements to validate the rigor of the College’s designations,” said John Sears, president of the College for Financial Planning. “Individuals listed on the site demonstrate to the public not only a commitment to comply with rigorous education requirements, but the highest standards of professional conduct, as well.”

Users of the site can:

- Verify individuals currently authorized to use one of the College's designations
- Look up state and federal regulations related to the use of financial designations
- Learn about the College's designations and how they apply to various areas of financial planning, including asset management and retirement planning
- Learn about the ongoing requirements for all College designations, including coursework, standards of professional conduct and continuing education requirements

The launch of CFFPdesignations.com is the latest in a series of proactive steps the College has taken to remain ahead of the shifting regulations in the financial services industry and strengthen the credibility of its designations and the financial professionals who hold them. In spring 2009, the College began requiring its designees to complete 16 hours of continuing education every two years and to adhere to revised standards of professional conduct, among other changes, to continue using the College's marks.

The website provides information on over 33,000 financial professionals holding one of the College's designations. Users can search the database by name, location and designation type. Regulations are listed for the 30 states that currently have laws that apply to the College's designations and are updated as changes are made in any state.

About the College for Financial Planning

Founded in 1972, the College for Financial Planning provides accessible and flexible degree, non-degree, and continuing professional education programs to students nationwide. Shortly after its founding, the College introduced the CERTIFIED FINANCIAL PLANNER™ certification, which has evolved into the world's most recognized and respected financial planning credential, with 60,000 professionals in the U.S. having earned the certification.

In addition to its [CFP Certification Education Program](#), the College offers [Graduate Degree Programs](#) for more in-depth knowledge of the financial services industry and professional designation programs in asset management and retirement planning. The College for Financial Planning is accredited by the Higher Learning Commission and is a member of the North Central Association.

More than 120,000 students have graduated from one of the College's programs. For more information, visit www.cffpinfo.com.

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