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College for Financial Planning Introduces Renewal Requirements for its Professional Designations

*Changes Aimed to Strengthen the College's Credentials and Help Professionals
Stay Ahead of Shifting Regulatory Environment*

Greenwood Village, Colo., Dec. 9, 2008 – The College for Financial Planning, the nation's premier provider of financial services education and professional certifications, announced today it is implementing renewal requirements for its professional designations. Starting spring 2009, anyone holding one of the College's professional designations must complete continuing education, adhere to revised ethical standards, and pay a renewal fee every two years to continue using the marks.

The changes are a proactive step by the College to remain ahead of the shifting regulations in the financial planning industry and ultimately strengthen the credibility of its designations and the financial professionals who hold them.

“Since its inception, the College for Financial Planning has established itself as the leader in professional financial education, and the new renewal requirements will help assure the public that financial professionals using our designations are continually expanding their knowledge and adhering to a strict code of ethics,” said John Sears, president of the College. “We designed the requirements to strengthen our marks from the perspectives of regulators, financial services firms and our students. The new requirements enhance the investment students have made in their professional education.”

To comply with the new requirements, starting spring 2009, professionals using College for Financial Planning designations must complete 16 hours of continuing education every two years and comply with an updated ethical component. The continuing education requirement encompasses a wide array of program types and is not restricted to coursework taken from a finite list of providers. In many cases, the requirement can be fulfilled by courses provided by financial firms.



“Continued competency assurance is an important component of any modern credential,” added Sears.

As a regionally accredited academic institution, the College for Financial Planning’s professional designations are either approved, exempt, or receive preferential treatment in all the regulations and legislation thus far enacted at the state and national levels. However, the College recognizes the evolution of the industry and growing expectations of institutions and regulatory agencies, and is instituting the requirements as a proactive step.

“This is an effort to meet and exceed current and future regulatory changes that apply to professional designations,” Sears said. “The College for Financial Planning has been educating professionals for more than three decades, and we intend to continue our leadership role in ensuring firms, regulators and clients maintain their confidence in the integrity of our marks and those who hold them.”

For more information on the new renewal requirements, specific criteria for continuing education and the process for renewing, please visit www.cffpalumn.org.

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 more than 50,000 professionals in the United States having earned the designation.

In addition to its CFP® Certification Program, the College offers Master's Program for more in-depth knowledge of the finance 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.

In total, more than 100,000 students have graduated from one of the College’s programs. For more information on the College for Financial Planning, please visit www.cffpinfo.com.

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