

SELF-PACED ONLINE

VIRTUAL CLASSROOM

ON-SITE CLASSROOM



Financial Planning Education



You, Your Clients, and the Industry demand higher standards.

Boston University Certificate in Financial Planning. [The highest standard.](#)

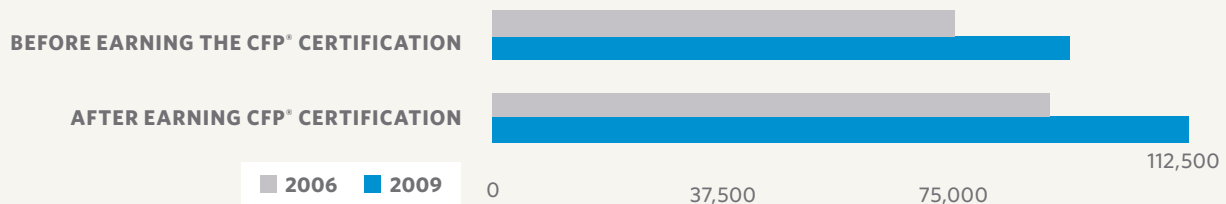
Why earn a CFP® Certification? It's an education that works.

A CERTIFIED FINANCIAL PLANNER™ certification boosts your expertise, credibility with clients and long-term earning power. According to a recent study by Cerulli Associates, advisors agree benefits include:

Strengthens customer relationships	86.9%
Better able to manage client expectations	86.9%
Increases assets under management	81.3%
Increase asset retention	78.2%
Increase referrals and sales leads	76.3%
Generates greater revenues per client	69.0%
Identifies additional cross-selling opportunities	67.7%

A CFP® certification offers ongoing benefits for advisors. Your peers agree, educational background is one of the most important drivers of success for a financial planning career. In fact, educational background in particular rose from 38% of respondents ranking it as a major driver of success to almost 50%.¹

CFP® CERTIFICATION ADVANTAGE According to Cerulli Associates, 78% of all advisors agree “consumers are demanding more comprehensive financial advice.” Advisors with CFP® certification are in a better position to gain a greater share of wallet, and take higher net worth clients’ business from advisors lacking CFP® certification. In fact, the earnings advantage of a CFP® professional has grown over the past three years.¹



(1) Source: Cerulli Associates, 2009 Survey of Trends in the Financial Planning Industry

Our “Four E” Advantage

Choose the only complete Financial Planning educational program that offers Boston University’s powerful combination of:

<p>EXPERIENCE:</p>	<ul style="list-style-type: none"> • One of the oldest and most prestigious CFP® Certification Education Programs in the country offered by the fourth largest university in the United States. • Faculty with combined field and teaching experience of over 100 years. • Curriculum designed to accommodate the needs and time constraints of working professionals.
<p>EXPERTISE:</p>	<ul style="list-style-type: none"> • With over a decade of dedicated online learning development it is the most advanced web-delivered CFP® Certification course in the U.S. • State of the art program delivery available anywhere, anytime. • Program taught by university faculty who are major contributors to the financial planning field.
<p>EDUCATION:</p>	<ul style="list-style-type: none"> • Curriculum continuously developed and refined since 1981. • Apply knowledge through real life case studies and practitioner advice along with direct access to faculty. • 14-day and 90-day callouts augmented by e-mail progress reports help ensure timely completion and live support through mentoring calls and live user assistance.
<p>EXAMINATION:</p>	<ul style="list-style-type: none"> • Thousands of multiple choice questions simulating CFP® certification exam. • Exams, with many new questions per attempt, can be taken as many times as needed. • All exams taken online with immediate score and feedback.

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Choose a learning format to fit your needs

SELF-PACED ONLINE:	<ul style="list-style-type: none">▪ Fully online including exams. No travel required▪ Pace of progress is user determined▪ Unlimited content access for up to 18 months
VIRTUAL CLASSROOM:	<ul style="list-style-type: none">▪ Nine-month accelerated curriculum▪ Bi-weekly virtual classroom sessions reinforce content and schedule▪ 18 two-hour virtual classroom sessions▪ Archived sessions for post-webinar review▪ Led by Boston University's distinguished faculty▪ Perfect for exam-date oriented advisors
ON-SITE CLASSROOM:	<ul style="list-style-type: none">▪ Instructor led sessions on-site on your schedule▪ Face-to-face live interaction with distinguished Boston University faculty▪ Access to archived lectures from virtual sessions

Why Boston University?

Boston University, chartered in 1869, is one of the leading private research and teaching institutions in the world. The Boston University Certificate in Financial Planning helps CFP® professionals distinguish themselves from their nearly 60,000 peers.

Our brick and mortar advantage is just one element of a unique program that historically produces graduates who have much higher-than average CFP® exam pass rates. In fact, over 15,000 financial professionals have chosen the BU program since its inception 28 years ago.

BOSTON UNIVERSITY'S CERTIFICATE IN FINANCIAL PLANNING PROVIDES AN OPPORTUNITY TO:

- **Become a member of the Boston University community.**
- **Benefit from one of the oldest and largest CFP® certification education programs offered by a U.S. university.**
- **Participate in the program with more online experience than any other CFP® certification education program.**
- **Learn from a faculty who are major contributors to the Financial Planning field.**



Boston University [Financial Planning Education](#)

The right education [for a market that demands higher standards](#)

According to the Certified Financial Planner Board of Standards, Inc., more financial services firms now make CFP® certification part of a firm's experienced advisor hiring requirements, with more firms rewarding attainment and retention of the certification with career and salary enhancements.

The CFP® and CERTIFIED FINANCIAL PLANNER™ certification marks are the most recognized financial planning marks in the world. CFP® certification is based on independently established public interest standards. As a result, it prepares an advisor for a career-long commitment to meeting the ever-changing needs of clients.

With Boston University's Certificate of Financial Planning, you can take a valuable education to its highest level.

[To learn more about our curriculum designed to accommodate the needs and time constraints of working professionals, call us today at 800-448-0671 or contact us at \[bufp@bostonifi.com\]\(mailto:bufp@bostonifi.com\) to make one of America's leading universities a key partner in your strategy for success.](#)



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The Boston University Online and Virtual Financial Planning Programs are exclusively offered in partnership with Boston Institute of Finance.



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