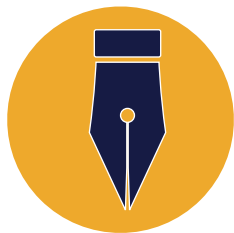


FPA believes financial planning is an essential profession that has an important impact on society. Those who practice this critical vocation, including FPA Members across the nation, are in a position to provide a positive, life-altering influence for their clients and their clients' loved ones. But not everyone calling themselves a "financial planner" provides, or even offers, financial planning services.

That needs to change.

FPA believes **the legal recognition of the term "financial planner" through title protection is an acknowledgment that anyone proclaiming to be a financial planner meets minimum standards that protect consumers and advances the financial planning profession.**

This belief is grounded in four pillars.



Title Usage: *The term financial planner is used by some to sell financial products rather than provide comprehensive financial planning advice to clients.*

Title protection will distinguish financial planners from other financial service providers. Leaving the term financial planner undefined by policymakers means some can take liberties with the title - even if they are not providing financial planning services, which is misleading to consumers.



Professional Competency: *Title protection will establish minimum standards for financial planners, without creating an unnecessary regulatory burden for those meeting the standards.*

Anyone proclaiming to be a financial planner must meet the necessary competency and ethical standards to ensure consumers receive qualified financial planning services that are in their best interest.



Consumer Protection: *Title protection will enable consumers to identify and engage with a qualified financial planner.*

Financial health is paramount to everyone's well-being, equal to physical and mental health. Title protection will enable consumers to identify and engage with a qualified financial planner for holistic, comprehensive financial planning services, armed with the confidence that their financial health is the focus of that relationship.



Profession Advancement: *The legal recognition of the title financial planner is a critical step in the recognition of financial planning as a distinct, essential profession.*

Financial planning is an honorable but young profession, essential to the well-being of consumers. However, it has yet to achieve the same level of recognition of other honorable professions including medicine, law, and accounting. Financial planners will join those ranks through the legal recognition of the title financial planner, a critical step in the recognition of financial planning as a distinct, essential profession dedicated to the betterment of society.

Title protection is a major undertaking that will likely take many years of hard work, perseverance, and, more importantly, unwavering leadership by FPA as the Association that is committed to the legal recognition of financial planners. We recognize that not everyone in financial services will share this same bold vision, but we know this is what's right for our Members, consumers, and the profession of financial planning.