

CFP BOARD OF STANDARDS

**CFP BOARD**

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# 2024 COMPENSATION STUDY





Americans are increasingly embracing careers that offer:



**Purpose**



**Advancement  
Opportunities**



**Well-Rounded  
Compensation**



**Work/Life  
Balance**

However, navigating the labor market and living up to one's professional ambitions can be challenging, especially when they conflict with personal life goals. Financial planning stands out as a profession that offers Americans the chance to positively influence the lives of their clients while providing rewarding compensation, generous benefits and career flexibility.



Financial planners guide their clients through myriad financial opportunities and challenges with comprehensive planning. Ethical, competent CFP® professionals support millions of American households by developing subject expertise in the following:



Financial planning is a unique career that combines a mission-driven focus with exceptional compensation. This combination explains why financial planners, particularly CFP® professionals, report high levels of job satisfaction.

CFP Board seeks to better understand the opportunities and rewards that make financial planning a well-rounded and fulfilling career choice that ultimately benefits both the worker and the client. The Research Team at CFP Board collaborated with Industry Insights to compile compensation data from CFP® professionals and financial planners who do not hold CFP® certification across the United States. From mid-April to mid-May 2024, Industry Insights collected compensation data from 1,455 financial planners. The data, which serve as the basis of this report, are subject to a margin of error of +/- 2.6% at a 95% confidence level.

## CFP® Professionals Have Greater Income Potential and Report High Levels of Job Satisfaction



**\$192,000  
MEDIAN**

**2023 TOTAL  
COMPENSATION  
FOR FINANCIAL  
PLANNERS**

CFP® professionals  
earn

**10%  
MORE**

than other  
financial planners

Financial planners  
are likely to  
**EARN MORE  
MONEY**  
if they

- Have more experience
- Supervise staff

**85%** of CFP® professionals are highly fulfilled in their career. Career satisfaction is high with:



**Stability**



**Advancement  
Opportunities**



**Work/Life  
Balance**



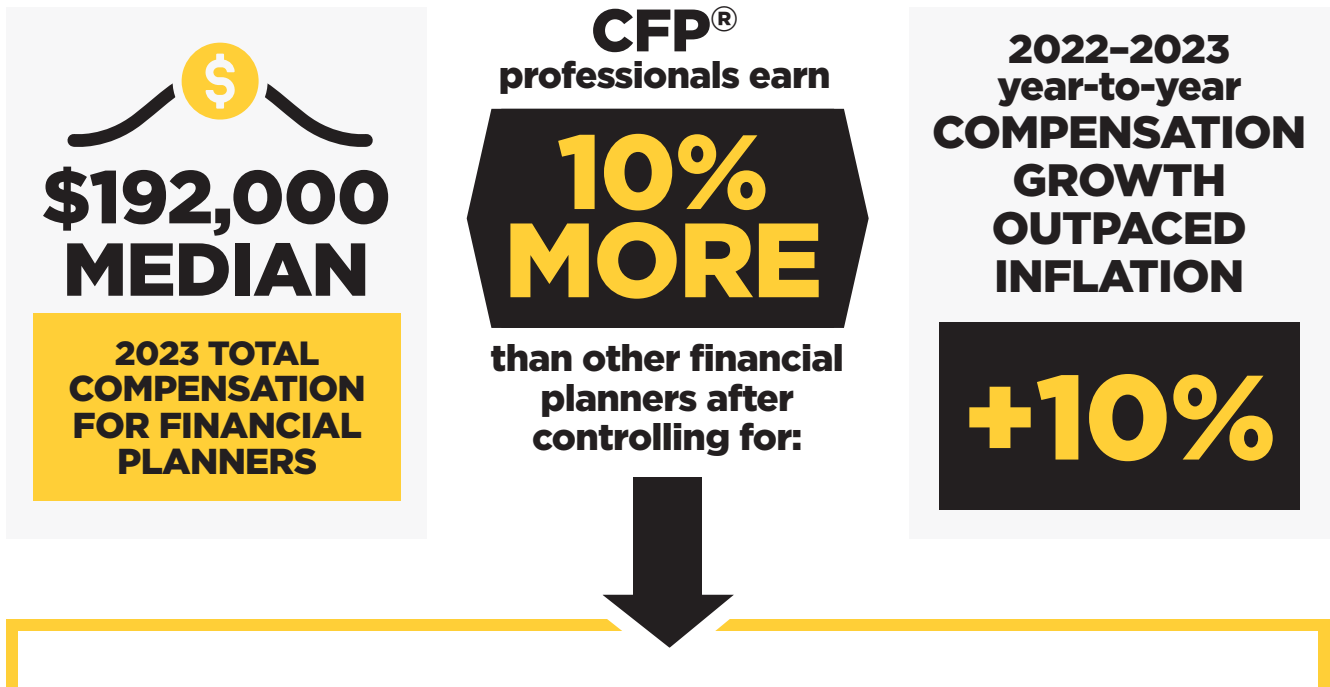
**Compensation**

**89%**

of CFP® professionals plan to stay at their current company



Financial planning is a purposeful and financially rewarding career. CFP® professionals have met extensive training and experience requirements and commit to CFP Board's ethical standards, which require them to put their clients' interests first. CFP® professionals also earn 10% more than other financial planners, even after accounting for other factors like job experience and company size.



- Experience
- Education
- Current role
- Service provided
- Company size
- Type of company
- Whether they have assets under management
- Whether they supervise employees
- Geographic region

## The Average Components of Financial Planners' Annual Compensation

<b>35%</b> Annual Base Salary	<b>18%</b> Company Profits
<b>44%</b> Annual Variable Pay	<b>3%</b> Profit Sharing




## Financial Planners' Compensation Rises With Experience

(Median 2023 Total Compensation)

Years of Financial Planning Work Experience	Median 2023 Total Compensation
Less than 5 years	\$103,000
5 to 10 years	\$150,000
11 to 20 years	\$225,000
More than 20 years	\$325,000

## Financial Planners' Compensation Rises With Number of Staff Supervised

(Median 2023 Total Compensation)

Number of Staff Supervised	Median 2023 Total Compensation
 None	\$136,000
 1-5	\$231,000
 6+	\$400,000

## Financial Planners' Compensation Varies by Business Channel

(Median 2023 Total Compensation)

Business Channel	Median 2023 Total Compensation
Bank	\$200,000
Wirehouse/Brokerage	\$230,500
Independent Broker/Dealer	\$225,000
Registered Investment Adviser (RIA)	\$161,700
Hybrid RIA	\$215,000





Financial planners' compensation goes beyond cash salaries and bonuses. Valuable employee benefits — including health, dental, life and disability insurance, and professional development opportunities — can add up to thousands of dollars annually. Additionally, most financial planners have access to exceptional retirement and other deferred compensation plans.

## CFP® Professionals Receive Generous Benefits

(Percentage of Financial Planners Employed by a Company)



**96%**

Professional  
Certification/  
Designation  
Dues



**95%**

Health  
Insurance



**92%**

Dental  
Insurance



**91%**

Professional  
Association  
Dues



**88%**

Eyeglasses,  
Lenses,  
Eye Exams



**86%**

Professional  
Education  
Access and  
Funding



**86%**

Disability  
Insurance



**85%**

Life  
Insurance



**83%**

Prescription  
Coverage



**73%**

Employee  
Assistance  
or Wellness  
Program



**63%**

Mileage  
Reimbursement

## CFP® Professionals Have Access to Retirement and Other Deferred Compensation Plans

(Percentage of Financial Planners Employed by a Company)



**98%**

Defined  
Contributions  
(including  
401(k))



**42%**

Profit Sharing



**17%**

Stock Options



**8%**

Employee  
Stock Option  
Plan (ESOP)



**6%**

Pension

Financial professionals enjoy a strong work/life balance that promotes overall health and wellness, job satisfaction and productivity. Financial planners work a 40-hour week without compromising their personal lives. With a median of 21 days of paid leave and 10 paid holidays per year, financial planners achieve a work/life balance that helps them be their best selves both in and out of the office.

Paid leave is not just for mental health; parental and family leave allow employees to care for dependents and loved ones in need. Employed financial planners report:

**21**

Median PTO days per year

**27%**

of financial planners have unlimited PTO

**10**

Median paid holidays per year

**84%**

Having access to maternity leave

**81%**

Having access to paternity leave

**76%**

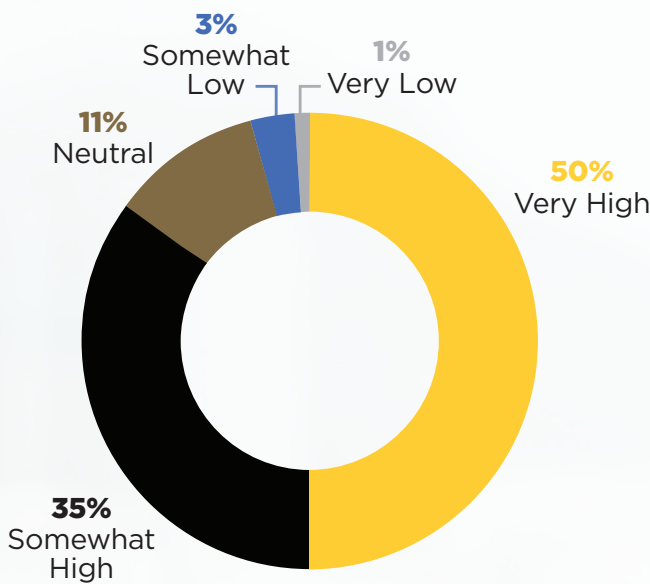
Having access to family medical leave



Advancing financial planning not only helps CFP® professionals achieve their clients' (and their own) financial goals, but it is also personally rewarding. CFP® professionals report high levels of job fulfillment and satisfaction. CFP® professionals are highly satisfied with the stability, work/life balance, career advancement and compensation that a financial planning career offers.



JOB AREAS RATED AS GOOD OR EXCELLENT BY CFP® PROFESSIONALS



**85%**  
of CFP® Professionals Experience Personal Fulfillment in Their Careers  
(Percentage Distribution)



There are many reasons to stay in the financial planning profession. CFP® professionals are satisfied with their work due to the benefits they enjoy, and companies that retain CFP® professionals benefit from highly qualified employees.

Most CFP® professionals plan to remain in the profession and at their current companies. Those intending to stay at their current companies often have a growth mentality, with nearly three-quarters planning to grow their client base or responsibilities. Among those who plan to leave their current companies, nearly two-thirds intend to stay in the profession.

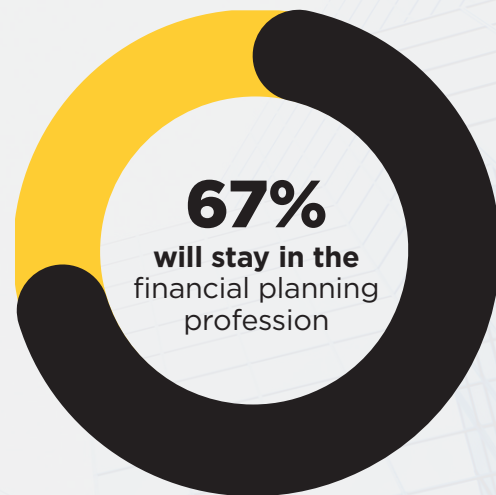
## 9 in 10 CFP® Professionals Plan to Stay With Their Current Employer Over the Next 2 Years

(Percentage Distribution)

### WITHIN THE NEXT TWO YEARS



### AMONG CFP® PROFESSIONALS WHO INTEND TO LEAVE THEIR CURRENT COMPANIES





CFP® professionals represent financial services firms of all sizes and business types, offering a range of services. The most common include wealth management/investment planning, comprehensive financial planning and retirement planning. While some services are more common than others, financial professionals can specialize in various areas.

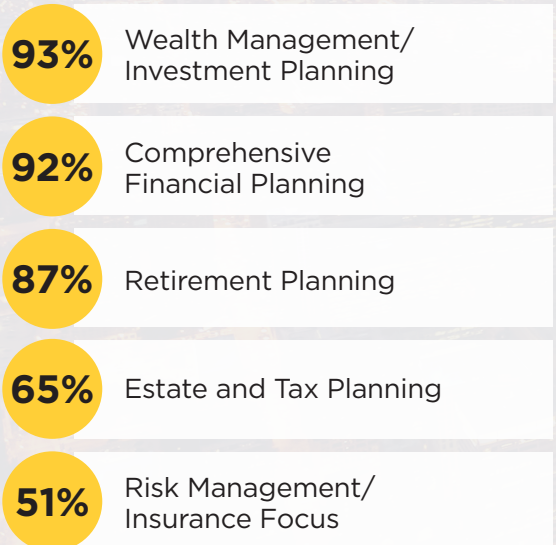
### Company Size



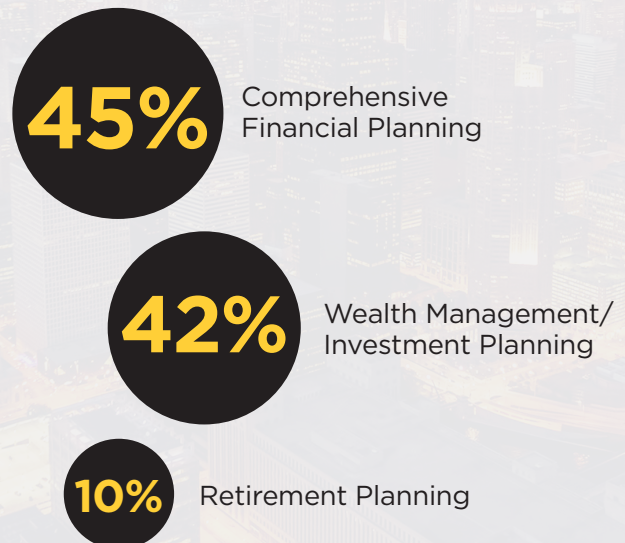
### Who Do You Work For?




### Leading Services Provided by CFP® Professionals



### CFP® Professionals' Primary Business Focus





CFP Board contracted Industry Insights to collect and compile compensation data from financial advisors across the United States.

CFP Board emailed a link to an online questionnaire to CFP® professionals and financial planners who do not hold CFP® certification in April 2024. The firm received responses from 1,455 professionals by mid-May. Responses received after the deadline and questionnaires with incomplete information were not included. The data presented in this report have a margin of error of +/- 2.6% at a 95% confidence level.

The Industry Insights team reviewed the data manually and with a specially designed computer procedure. Strict confidentiality of survey responses was maintained throughout the project.





CFP Board is the professional body for personal financial planners in the U.S. CFP Board consists of two affiliated organizations focused on advancing the financial planning profession for the public's benefit. **CFP Board of Standards** sets and upholds standards for financial planning and administers the prestigious CERTIFIED FINANCIAL PLANNER® certification — widely recognized by the public, advisors and firms as *the standard* for financial planners — so that the public has access to the benefits of competent and ethical financial planning. CFP® certification is held by more than 100,000 people in the U.S. **CFP Board Center for Financial Planning** addresses diversity and workforce development challenges and conducts and publishes research that adds to the financial planning profession's body of knowledge.



