



## Boston University Certificate in Financial Planning. The highest standard.

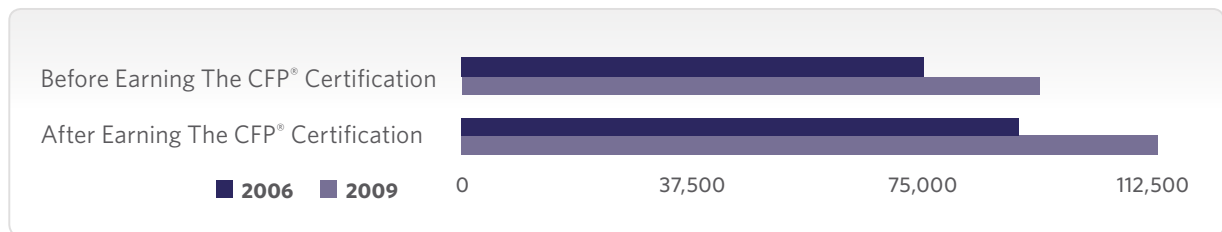
### Why earn a CFP® Certification? It's an education that works.

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%.<sup>1</sup>



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

**FOR A FREE DEMO & PRICING**  
 Call Toll Free: 1-866-ASK-FIRE (275-3473)  
 or email: sales@FIREsolutions.com  
 www.FIREsolutions.com

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and federally registered CFP® in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.



## Why Boston University?

Boston University, chartered in 1869, is one of the leading private research and teaching institutions in the world. Choose the only complete Financial Planning educational program that offers Boston University's powerful combination of:

### EXPERIENCE:

- 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.

### EXPERTISE:

- 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.

### EDUCATION:

- 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.

### EXAMINATION:

- 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.

### Chose a learning format to fit your needs:

#### SELF-PACED ONLINE:

- Fully online including exams. No travel required
- Pace of progress is user determined
- Unlimited content access for up to 18 months

#### VIRTUAL CLASSROOM:

- 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

- 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

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