



# CFP BOARD

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# MAY 30TH ASK THE EXPERT: HELPING WOMEN IN CFP® CERTIFICATION AND BEYOND

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asktheexpert

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Sara Maloney 05-09-2019 09:23

Hello everyone! Mark your calendars for our Ask the Expert on May 30th from 1-3pm! We will be dis...

1. May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Sara Maloney

Posted 05-09-2019 09:23

Edited by Annie Moncure 05-09-2019 09:33

REPLY RE-OPEN THREAD



Hello everyone!

Mark your calendars for our Ask the Expert on May 30th from 1-3pm! We will be discussing how our experts, Amy Shepard and Haley Tolisky, have navigated their certification and career path. We are hoping to hear from everyone on how they decided on their career path and any questions candidates may have. So please join us on this post on May 30th!

Thanks!

-----

Annie Moncure  
Community Manager  
CFP Board

[candidateforum@cfpboard.org](mailto:candidateforum@cfpboard.org)

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2. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Sara Maloney

Posted 05-30-2019 12:56

REPLY RE-OPEN THREAD



Hello everyone, our Ask the Expert is now LIVE! Please post any questions you have for our experts @Haley Tolitsky and @Amy Shepard from now until 3pm!

---

Annie Moncure  
Community Manager  
CFP Board  
[candidateforum@cfpboard.org](mailto:candidateforum@cfpboard.org)

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➤ ORIGINAL MESSAGE

3. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Suzanne Bottoms

Posted 05-30-2019 12:59

REPLY RE-OPEN THREAD



Is there a link to participate in this session?

-----  
 Suzanne Bottoms  
 Practice Manager  
 SIGNATURE ESTATE & INVESTMENT ADVISORS  
 Tysons Corner VA  
 646-334-5398  
 -----

➤ ORIGINAL MESSAGE

4. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Sara Maloney

Posted 05-30-2019 13:00

REPLY

RE-OPEN THREAD ▼

Hi @Suzanne Bottoms,

Please type any questions you have here and an expert will answer it!

-----

Annie Moncure  
Community Manager  
CFP Board  
[candidateforum@cfpboard.org](mailto:candidateforum@cfpboard.org)

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➤ ORIGINAL MESSAGE

5. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Teresa Tellez-Baker

ACTIONS ▼

Posted 05-30-2019 13:04

REPLY RE-OPEN THREAD



Would love to hear best practices for tackling the exam either of you have while juggling full time work, family and community involvement. I am currently trying to study for the July exam. Thanks! Teresa

-----  
Teresa Tellez  
Financial Consultant  
Coordinated Capital Securities  
Tucson AZ  
(520)270-1003  
-----

➤ ORIGINAL MESSAGE

6. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

1

RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 13:11

REPLY

RE-OPEN THREAD ▼

Hi @Teresa Tellez-Baker,

I am currently studying for the July exam and juggling all of the same things as you!

Forcing myself to schedule blocks of time on my calendar to only study has really helped me in this process. I try to block off at least an hour every night and 4-5 hours on weekends. If I know I will have a busy day, I allocate that study time to a different day. Putting the actual time slot on my calendar prevents me from missing my schedule study time. I have also printed off practice exams when I know I will be somewhere without my computer, such as the beach or in the car.

I also have been very open with my friends, family, and work about my commitment to studying for this exam. They all have been extremely supportive and understand when I have to miss something to get my studying done.

Keep pushing through, we are close to the finish line!

Best,

-----  
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Financial Planner

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Wilmington, NC

(910)515-0161  
[htolitsky@cookecapital.com](mailto:htolitsky@cookecapital.com)  
-----

➤ ORIGINAL MESSAGE

7. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

1

RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 13:12

REPLY

RE-OPEN THREAD ▼

Hi @Teresa Tellez-Baker!

That's a great question and definitely one of the biggest areas of focus for me while I was studying as I had an infant son, worked full time, and was expecting my second child! I have two suggestions:

1. Make a schedule and try your hardest to stick to it! For me, I came into work an hour early every morning and my boss allowed me to start an hour late, so I was able to get two hours of studying in each morning. Mapping out the schedule also helped me make sure I would get everything done, and I could adjust the schedule in advance when I knew I had other things going on. I also took PTO closer to the exam to really put 100% of my efforts toward studying.
2. Get comfortable saying "No"! Try to avoid taking on extra things as much as possible. I know that's not always easy, but if you can really prioritize studying, it will be so beneficial.

Best of luck to you!

-----  
Amy Shepard  
Manager, Financial Planning & Consulting  
Northwestern Mutual  
Mesa AZ  
585-503-8389  
-----

➤ ORIGINAL MESSAGE

8. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Rubina Hossain

ACTIONS ▼

Posted 05-30-2019 13:41

REPLY

RE-OPEN THREAD ▼

Hello, I completely understand. Studying for the exam is a huge time commitment. If you haven't signed up for a review course, I would highly recommend one. Hang in there, it's an investment and hopefully it'll be over soon.

-----  
Rubina Hossain  
Financial Planner  
benchmark financial  
Palm Bch Gdns FL  
561-714-5383  
-----

➤ ORIGINAL MESSAGE

9. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 13:45

REPLY

RE-OPEN THREAD ▼

@Rubina Hossain I totally agree - the review course is invaluable!

-----  
 Amy Shepard  
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 Mesa AZ  
 585-503-8389  
 -----

➤ ORIGINAL MESSAGE

10. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Susan Davis

ACTIONS ▾

Posted 05-30-2019 13:12

REPLY RE-OPEN THREAD



How does the mentor/mentee relationship work (or how has it worked for the two of you)?  
What kind of support/coaching was provided?

-----  
Susan Davis  
President  
New York Life (NYL / NY Life)  
Jamaica NY  
718-297-2778  
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➤ ORIGINAL MESSAGE

11. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

1

RECOMMEND



Amy Shepard

ACTIONS ▾

Posted 05-30-2019 13:17

REPLY

RE-OPEN THREAD ▾

Hi @Susan Davis,

In my experience, the mentor/mentee relationship really depends on what the two of you are comfortable with. I've had several mentor/mentee relationships so I'll share a bit about each!:

As a Mentor, I've had some relationship that were really just one interaction - a mentee had some specific questions that she needed answered and after we talked, she felt she had received what she needed. I also had a mentee who preferred to communicate by email, so we emailed back and forth for several months - answering questions, sharing tips, etc. I currently have a mentee who prefers phone calls, so we connect every few weeks and email when necessary as well. Also, as a Mentor, I always ask the mentee how I can be most helpful for them, so I try to let them guide the relationship based on their needs.

As a Mentee, I've met with some mentors in person, some over the phone, and some via email. Some were ongoing relationships and others were much more brief - it was totally dependent on the support I was looking for or needed at the time.

Hope that helps!

-----  
Amy Shepard  
Manager, Financial Planning & Consulting  
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Mesa AZ  
585-503-8389  
-----

➤ ORIGINAL MESSAGE

12. RE: May 30th Ask the Expert: Helping Women in CFP®  
Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 13:30

Edited by Haley Tolitsky 05-30-2019 13:30

REPLY

RE-OPEN THREAD ▼

Hi @Susan Davis,

As a mentee, I have found the mentoring program to be extremely helpful as I study for the CFP exam and am starting out in my career. You can tailor your experience with your mentor to be whatever you need, just make sure you communicate what those needs are.

I talk to my mentor at least once a month via phone call, since she lives 3 hours away. I also email her anytime I have a question or want her advice. She has not only helped me stay accountable and prepare for the exam, but also has provided endless advice about starting out in the industry, getting involved in my community, and even has helped me develop my business strategy!

I found it beneficial to create a list of topics that I wanted to get out of the relationship, and then searched for a mentor qualified to help me with those topics.

-----  
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-----

➤ ORIGINAL MESSAGE

13. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Alexis Hanlon

ACTIONS ▼

Posted 05-30-2019 13:17

REPLY RE-OPEN THREAD



Hi! Thank you Amy and Haley for taking the time to be with us today to answer questions.

Haley - You are currently trying to get your CFP. What insights do you have in balancing the work load (amount & speed, not content) in the educational component?

To what degree did you find that the course work helped prepare you for the exam? Which segment was the toughest and why?

Amy - What advice would you give to someone transitioning in to the CFP field? In particular, what sort of job specifically should I be focusing on for the 3 year experience piece and, if RIA is where I tend to lean, how would you go about finding a good firm? What are your thoughts on the intro of Robo-investing into the field?

Thanks,

Alix

-----  
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[alexishanlon1@gmail.com](mailto:alexishanlon1@gmail.com)  
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➤ ORIGINAL MESSAGE

14. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Alexis Hanlon

ACTIONS ▼

Posted 05-30-2019 13:19

REPLY

RE-OPEN THREAD ▼

Just saw both of your postings for the balancing the work load question. Thank you! It reflects my approach to date.

-----  
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-----

► ORIGINAL MESSAGE

15. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 13:38

REPLY

RE-OPEN THREAD ▼

@Alexis Hanlon

That's great - keep it up!!

-----  
 Amy Shepard  
 Manager, Financial Planning & Consulting  
 Northwestern Mutual  
 Mesa AZ  
 585-503-8389  
 -----

➤ ORIGINAL MESSAGE

16. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 13:38

REPLY

RE-OPEN THREAD ▼

Hi @Alexis Hanlon,

You are so welcome! Thank you for asking such great questions!

**What advice would you give to someone transitioning in to the CFP field? In particular, what sort of job specifically should I be focusing on for the 3 year experience piece and, if RIA is where I tend to lean, how would you go about finding**

**a good firm?**

As general advice, I would say talk to lots of people and network as much as you can! That's a really great way to learn about all the various parts of the industry and help you identify what really speaks to you. Joining your local FPA Chapter is a really great way to network and get involved in your local community, if you're not already. For the three year experience, I think it'd be great to focus on something that exposes you to a lot of different things, again to help broaden your perspectives and hopefully find an area you really love. With regard to finding a great RIA, networking will be helpful here as well. You can talk to people who are in that environment and learn about firms that might be a good fit for you. You can also join NAPFA as many of their members are RIA firms.

**What are your thoughts on the intro of Robo-investing into the field?**

I think robo-investing is very interesting. Technology in general is fascinating to me! I think robo-investing can be a good tool for the savvy do-it-yourself investors but I don't think it will ever replace the value of a human advisor. It definitely has it's place and can be a very valuable tool for the right person, but I firmly believe that an advisor will still be able to provide significantly more value than technology could ever do on its own.

Best of luck to you!

-----  
Amy Shepard  
Manager, Financial Planning & Consulting  
Northwestern Mutual  
Mesa AZ  
585-503-8389  
-----

➤ ORIGINAL MESSAGE

17. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 13:39

REPLY

RE-OPEN THREAD ▼

Hi @Alexis Hanlon,

I started my CFP coursework 9 months ago and will be taking the exam in July. Creating a study schedule and sticking to it has been the most beneficial strategy for me. I am currently taking the Zahn Review Class, and that has been extremely helpful in connecting all of the concepts together and having a better understand of what will be on the exam. I found estate planning to be the toughest subject because that was a completely new topic for me. Most of the other concepts I have heard of before from my undergraduate studies in finance or through working in the financial field.

Overall, making a plan and sticking to it is key! Having a great supportive system at work and with my family and friends has also really helped.

-----  
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-----

➤ ORIGINAL MESSAGE

18. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Carolyn Yun

ACTIONS ▼

Posted 05-30-2019 13:24

REPLY RE-OPEN THREAD



I am also an 8-year accountant in New York City switching to CFP work (similar to some others on here) and I am taking the July 2019 exam. I am trying to decide the best way to get my experience requirement while maintaining some flexibility in my life (I have a son + another one coming).

That being said, what would you say are most firm's expectations for the standard hours worked per week (i.e., 45-50 hours a week)? Would you say it would be unrealistic for me to ask an employer to work either 4 days a week or 30 hours max a week? I feel like coming from out of the industry I have little negotiating power and not much of an understanding of the work culture to expect.

I appreciate any insights!

-----  
Carolyn Yun  
Senior Fund Accountant  
Luxor Capital Group, LP  
New York NY  
(914)400-3006  
-----

► ORIGINAL MESSAGE

19. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 13:44

REPLY

RE-OPEN THREAD ▼

Hi @Carolyn Yun,

Great questions - I can definitely relate! I had an infant son and was pregnant with my second son throughout my CFP studies (yes, they are close in age!).

It's tough to say what the standard expectations are, because I think every firm is so different. In my experience, there are many firms out there who are strong advocates for work/life balance and continuing education, so you can absolutely find a firm that fits your needs. Being honest and upfront with what you're looking for is important so you can make sure to find a firm that values the same things you do. I have no doubt you'll find there are some firms that expect you to work non-stop and study on your own time, but you'll also find firms that are much more progressive and willing to provide flexibility because they know it's an investment in their future if you were to join them.

I am actually in the process of searching for a new position myself and I have a very clear picture of what I'm looking for. It's been so refreshing to know that there are many options out there who understand what I'm wanting to accomplish! My best advice is to be honest, genuine, don't give up, and don't settle - you'll find the right fit, it just may take some time!

-----  
Amy Shepard  
Manager, Financial Planning & Consulting  
Northwestern Mutual  
Mesa AZ  
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-----

► ORIGINAL MESSAGE

20. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▾

Posted 05-30-2019 13:44

REPLY

RE-OPEN THREAD ▾

Hi @Carolyn Yun,

In my opinion, one of the greatest parts of this industry is that firms can be different and unique. I would be open and honest with the firms you are interviewing with about your current situation. I would suggest trying to find a smaller firm, as they may be more flexible regarding work hours. Having a supportive boss and firm is crucial when preparing for the exam!

Kudos to you for taking the CFP on!

-----

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► ORIGINAL MESSAGE

21. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND

Nadine Burns

ACTIONS ▼

Posted 05-30-2019 16:07

REPLY

RE-OPEN THREAD ▼

Carolyn,

With your CPA background and being on the cusp of the CFP(r) certification, DO NOT look at what a firm will GIVE you, instead look at what YOU NEED! I think as women we tend to ask permission, while our male counterparts ask forgiveness.

Why not propose to a firm that you come in on a 30 hour work week? What would it hurt? Maybe in tax season you could go up to 40 hours. Find the position that fits your needs and don't grab the first thing out there. Many Financial Planning firms are looking for that tax associate that can relate to clients as well, leverage your strengths. Also, once you get into a firm and prove valuable, you can tend to bend the hours.

I have my own independent firm and some of my people work 3 days a week. If we are organized and know what is coming ahead of us, it is easy to make sure we have the work done to meet the needs of clients. That said, as an independent owner, I work about 65 hours a week - but my children are grown and out of college (I did not say out of the house as my attorney daughter and her fiance slipped back in for a year!) But, I am working both in the business and ON the business as the owner. I was not able to do that when I was raising young children. Life balance happens now with my 6 weeks of vacation, as I need to get out of Michigan in the winter.

I really believe you can have it all - but not maybe ALL at ONCE.

---

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➤ ORIGINAL MESSAGE

22. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Michelle Hensley

ACTIONS ▼

Posted 07-19-2019 12:39

REPLY

RE-OPEN THREAD ▼

Hi Nadine,

What a great answer! I am about ready to start my training for the CFP and Health/Life Certification. It has been a challenge to retrain my thinking from the love to serve to the wisdom needed in this new age. I am 55, lost my husband five years ago and found myself without income. What I have had to learn, let go of, and embrace my new life has been difficult at times yet fun and exciting. But thank you!

Michelle Hensley

-----  
Michelle Hensley  
Owner  
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(714)863-6058  
-----

➤ ORIGINAL MESSAGE

23. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Nadine Burns

ACTIONS ▼

Posted 07-22-2019 15:41

REPLY

RE-OPEN THREAD ▼

You said you were 55 and a single wage earner - I would really do a lot of interviews and investigating before digging in. The reason, it takes 5-7 years to really make a reasonable income in this industry, unless you want to be an employee somewhere, even then it depends on the firm structure.

You will not be able to use the certification mark until you have 3 years of experience, and there is documentation that says it really takes 5-7 years of experience to be able to know all you need to be able to really take care of clients (see Michael Kitces blogs.) I really do not think a lot of people really understand what it takes, time, commitment, energy, etc.

The best way to find out is to call on some people and do some interviews about the career before you get too far in.

-----  
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-----

➤ ORIGINAL MESSAGE

24. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Michelle Hensley

ACTIONS ▼

Posted 07-22-2019 20:07

REPLY

RE-OPEN THREAD ▼

Hi Nadine,

Thank you for the details. I have been working as a finance coach and am moving into getting my health and life insurance certificate. I have been working with widows and divorcees and researched the industry. I don't think it will be easy by any means but I do want to try and succeed. I will be working as admin staff for someone up front gaining experience and then move into the paraplanner then to the CFP designation. Michael Kitces has been a wonderful resource, I listen to a lot of his podcasts.

These threads are excellent in advice and wisdom, thank you!

Michelle

-----  
Michelle Hensley  
Owner  
Hensley Business Services, LLC  
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-----

➤ ORIGINAL MESSAGE

25. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Mandeep Kaur

ACTIONS ▼

Posted 05-30-2019 14:28

REPLY RE-OPEN THREAD



For a person returning to work is CFP a good option?  
What are the kinds of job profiles available with CFP certification, is it only one-on-one client service or is behind the scenes desk job also available?

I have experience with corporate tax planning from my previous work experience.

-----  
Mandeep Kaur  
Esquire  
SOHI LLC  
Westborough MA  
(508)630-4752  
-----

➤ ORIGINAL MESSAGE

26. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 14:38

Edited by Haley Tolitsky 05-30-2019 14:38

REPLY

RE-OPEN THREAD ▼

Hi @Mandeep Kaur,

I think the CFP is a great option; however, I would make sure financial planning is the path you want to pursue before making such a large commitment to preparing for the exam.

Paraplanning is a great way to get started in the industry. Roles vary by firm, but assisting a CFP will give you a good idea of what the career entails and if the career path is right for you. Michael Kitces has a great article on the topic: <https://www.kitces.com/blog/what-does-a-paraplanner-do-to-support-a-financial-advisor/>. Check out the CFP Job Board and New Planner Recruiting for opportunities.

Your experience in corporate tax planning could be a valuable asset to so many firms!

-----  
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► ORIGINAL MESSAGE

27. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Mandeep Kaur

ACTIONS ▼

Posted 05-30-2019 14:34

REPLY RE-OPEN THREAD



Are there jobs which have financial planning work but without sales pitch (without selling to individuals). Will CFP certified people work with only individuals or also within corporate structure?

-----  
Mandeep Kaur  
Esquire  
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(508)630-4752  
-----

➤ ORIGINAL MESSAGE

28. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Kathryn Peyton

ACTIONS ▼

Posted 05-30-2019 14:51

REPLY

RE-OPEN THREAD ▼

CFP's at our firm aren't under pressure to sell for first two years. We have individual clients as well as small businesses (401ks, cash balance plans, etc.) and nonprofits.

-----  
 Kathryn Peyton  
 Advisor  
 Abacus Wealth Partners  
 Sebastopol CA  
 707-861-8006  
 -----

▶ ORIGINAL MESSAGE

29. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 14:57

REPLY

RE-OPEN THREAD ▼

Hi @Mandeep Kaur,

There are financial planning jobs out there that do not involve selling. Often, entry-level financial planning jobs include assisting the lead advisor with financial planning work for current clients.

Every firm is different, but there are some that work only with individuals and others that are within a corporate structure.

-----  
 Haley Tolitsky

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➤ ORIGINAL MESSAGE

30. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Nadine Burns

ACTIONS ▼

Posted 05-30-2019 16:17

REPLY

RE-OPEN THREAD ▼

Mandeep -

My firm works with individuals as well as small companies. We work with the owners in those companies and their accountants to set up 401ks, life insurance plans if they should pass, long term disability and many other things one does not realize an owner might need to be cognizant of.

On the individual front we might work with a family to help them with their goals of debt reduction, educating their children, planning for retirement and much more.

It is super rewarding and being a women I feel we can bring a sense of empathy to the situation that helps clients let their guard down and really share their goals and dreams.

We do not "sell" products as we are independent. We offer planning and then when a client needs something to fill a need, we investigate options and give them some choices. We

also bring in experts for them like attorneys, insurance agents for property and casualty, accountants, if needed. Those other professionals also send their clients to us for needs they uncover. We never take remuneration for referrals.

We spend a lot of time learning about our clients, that is really the most rewarding part about this profession. I don't do that much math, I do hold a lot of hands.

-----  
 Nadine Burns CFP(r)  
 Preside/CEO Advisor  
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 Ann Arbor, MI  
 734-330-2266  
[NBurns@anewpathfinancial.com](mailto:NBurns@anewpathfinancial.com)  
 -----

➤ ORIGINAL MESSAGE

31. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Vidalia Cornwall

Posted 05-30-2019 15:01

REPLY RE-OPEN THREAD



I'm currently doing a program through my university to get the education completed, and I'm planning to take the CFP exam in 2 years right after I graduate. However, with what I'm currently doing with my job, I'm not sure how to best complete the experience requirements. A lot of my time, at least right now, I'm spending trying to set up meetings and network, not actually helping clients (I'm starting out with an insurance-based planning firm). Does anyone with that similar background have any advice on the experience component?

-----

Vidalia Cornwall  
Northwestern Mutual  
Logan UT  
(435)265-6948

---

➤ ORIGINAL MESSAGE

32. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Nadine Burns

ACTIONS ▼

Posted 05-30-2019 16:33

REPLY

RE-OPEN THREAD ▼

Vidalia -

Right now you are using this time of internship to explore the various routes of the field and insurance is one route you can take, I actually started with an insurance company.

As an independent advisor, we have our administrative assistant set our meetings for us, regular marketing and mostly referrals bring our new clients in.

Our meetings are about financial planning, so we are talking to clients about where they are and where they want to go and using software to find the best way to get there. It is very collaborative and I never feel it is hard selling, much of the time I feel I can't keep up with what clients need and want. We also do hourly planning for clients who do not have assets with us so we are paid for our expertise, not product sales.

This is they way I wanted to go as a professional. But I learned by gaining exposure to other firms.

---

Nadine Burns CFP(r)  
Preside/CEO Advisor

An New Path Financial,LLC  
Ann Arbor, MI  
734-330-2266  
[NBurns@anewpathfinancial.com](mailto:NBurns@anewpathfinancial.com)

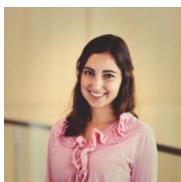
-----

➤ ORIGINAL MESSAGE

33. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Vidalia Cornwall

Posted 05-30-2019 17:37

REPLY

RE-OPEN THREAD ▼

Thanks for that advice, Nadine. It's great to see examples of people who have found their path in this industry after trying out different things.

-----  
Vidalia Cornwall  
College Financial Representative  
Northwestern Mutual  
Logan UT  
(435)265-6948  
-----

➤ ORIGINAL MESSAGE

34. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-31-2019 09:27

REPLY

RE-OPEN THREAD ▼

Hi @Vidalia Cornwall,

Gaining any exposure in the industry is good experience! There are so many different aspects of the business, and the more you learn now, the better prepared you will be in the future. If there are other areas you would like to focus on with your job, I would speak to your supervisors about it and ask for additional responsibilities!

I started out the industry interning for an adviser as a junior in college and got my life and health insurance license to get started. Being proactive and taking on opportunities will get you far ahead. 3 years later, I will be taking the CFP exam in July!

-----  
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Financial Planner

Cooke Capital  
Wilmington, NC  
(910)515-0161  
[htolitsky@cokecapital.com](mailto:htolitsky@cokecapital.com)  
-----

▶ ORIGINAL MESSAGE

35. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Youfeng Jiang

ACTIONS ▼

Posted 05-30-2019 13:02

REPLY RE-OPEN THREAD



I'm interested to know if there's any opportunities for virtual advisors? I'm moving into this profession after working as an accountant for 8 years and trying to figure out how to start somewhere. I have my CFP license now.

Any suggestions?

-----  
Youfeng Jiang  
Manager  
MuniCap, Inc  
Laurel MD  
-----

➤ ORIGINAL MESSAGE

36. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Van Liao

ACTIONS ▼

Posted 05-30-2019 13:05

REPLY RE-OPEN THREAD



I have seem many on LinkedIn. I suggest that you reach out to people who is doing that and network with them. You will be surprised there are many people out there who are very willing to help.

-----  
Van Truong  
Sr. Financial Planning Consultant  
Citizens Bank  
Canton MA  
(401)734-5363  
-----

➤ ORIGINAL MESSAGE

37. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Youfeng Jiang

ACTIONS ▼

Posted 05-30-2019 13:17

REPLY

RE-OPEN THREAD ▼

Thanks!

-----  
 Youfeng Jiang  
 Manager  
 MuniCap, Inc  
 Laurel MD  
 -----

➤ ORIGINAL MESSAGE

38. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 13:17

REPLY RE-OPEN THREAD



Hi @Youfeng Jiang,

I recommend checking out the CFP Board Career Center, New Planner Recruiting and Simply Paraplanner. All 3 websites could have potential job opportunities and resources for virtual advising.

- <https://careers.cfp.net/jobs>
- <https://newplannerrecruiting.com/opportunities/>
- <https://simplyparaplanner.com/jobs/>

I would also find and reach out to advisors that are currently doing virtual advising. Most would probably be happy to share their experiences with you and tell you how they got started. LinkedIn and your local FPA chapter could be a good start.

Good luck!

-----  
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-----

➤ ORIGINAL MESSAGE

39. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



**Nadine Burns**

ACTIONS ▼

Posted 05-30-2019 16:35

REPLY

RE-OPEN THREAD ▼

Adding to Haley's post, I would also suggest looking at your local FPA chapter's website as the listings there might be closer to home. I always post locally because it gets exposure to our candidates in Michigan and honestly it is much less expensive than the other sites, I am a small business, cost is always a factor!

-----  
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-----

▶ ORIGINAL MESSAGE

40. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Caroline Hermance

ACTIONS ▼

Posted 07-23-2019 12:23

REPLY

RE-OPEN THREAD ▼

Thanks so much for the websites. I knew about the CFP career center but not the other two!

-----

Caroline Hermance  
Lexington, NY  
518-603-0224

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▶ ORIGINAL MESSAGE

41. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 13:52

REPLY RE-OPEN THREAD



Hi @Youfeng Jiang,

There are definitely options out there for virtual advisors, and I think that will only continue to grow as time goes on given where we are at with technology. I have quite a few colleagues who work remote right now - some for big firms and some for smaller firms. A great way to find out about virtual opportunities is to build your network - the more people you know in the industry, the more you will hear about the more unique positions that are out there.

Good luck in your search!

-----  
Amy Shepard  
Manager, Financial Planning & Consulting  
Northwestern Mutual  
Mesa AZ  
585-503-8389  
-----

➤ ORIGINAL MESSAGE

42. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Lisa Miller

ACTIONS ▼

Posted 05-30-2019 13:55

REPLY RE-OPEN THREAD



Since I'm interested in virtual, too, and have been looking into it for several months, just going to share my own 2 favorite resources even though I'm still just a planning student (and a career changer, too). Hope it's useful.

XYPlanning Network is for advisors who include a strong virtual element to their practices (either wholly virtual, or virtual offerings alongside an onsite practice). The network site has free webinars, blog posts and podcasts that feature members, so it's a good way to find other virtual planners. Here's the link to the podcast page: <https://blog.xyplanningnetwork.com/podcast-blog>

Also, one of the founders of that network also has his own blog and podcast, and I've found planners doing virtual work that way, too. That resource is Michael Kitces' Nerd's Eye View blog and FA Success podcast at <https://www.kitces.com/> I actually connected with a virtual planner I heard on his podcast, in order to ask her about her practice, and it was really helpful. People are often quite willing to give some time to answer questions.

-----  
Lisa Miller  
student  
none  
Los Osos CA  
(805)528-2544  
-----

► ORIGINAL MESSAGE

43. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Youfeng Jiang

ACTIONS ▼

Posted 05-30-2019 13:57

REPLY

RE-OPEN THREAD ▼

Thank you!

-----  
Youfeng Jiang  
Manager  
MuniCap, Inc  
Laurel MD  
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▶ ORIGINAL MESSAGE

44. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Emily Bryan

ACTIONS ▼

Posted 05-30-2019 13:03

Edited by Emily Bryan 05-30-2019 13:03

REPLY RE-OPEN THREAD



I have a BS in Accounting and currently work as an industry accountant. I would like to work towards a CFP. Should I focus on getting the certification or first find a job in the finance field for

experience?

-----  
 Emily Bryan  
 Accountant  
 Manitowoc Cranes  
 Williamsport MD  
 (301)331-3266  
 -----

➤ ORIGINAL MESSAGE

45. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Van Liao

ACTIONS ▼

Posted 05-30-2019 13:08

Edited by Annie Moncure 05-30-2019 13:23

REPLY RE-OPEN THREAD

@Emily Bryan, I suggest that you do both. Don't wait on either. Also, attend the Financial Planning Association events in your area to network and learn more about the industry. That is where and how I started in the planning field. I belong to the FPA of MA in Boston.

-----  
 Van Truong  
 Sr. Financial Planning Consultant  
 Citizens Bank  
 Canton MA  
 (401)734-5363  
 -----

➤ ORIGINAL MESSAGE

46. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 13:23

REPLY RE-OPEN THREAD



Hi @Emily Bryan,

I would try to do both, as they are equally as important. I have found that working in the industry has really helped me with my studies because what I am learning applies to the coursework. It is also helpful to have an employer who 100% supports me as I study for the exam!

If you need any recommendations on course providers or ways to find that first job, please let me know!

Best,

-----  
Haley Tolitsky  
Financial Planner

Cooke Capital  
Wilmington, NC  
(910)515-0161  
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-----

➤ ORIGINAL MESSAGE

47. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Bailey Norby

ACTIONS ▼

Posted 05-30-2019 13:03

REPLY RE-OPEN THREAD



What would you recommend for young, female professionals studying for the CFP?

-----  
Bailey Norby  
Client Service Associate  
Lutz Financial  
Forest Lake MN  
(651)592-2688  
-----

➤ ORIGINAL MESSAGE

48. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

1

RECOMMEND



Van Liao

ACTIONS ▼

Posted 05-30-2019 13:11

Edited by Annie Moncure 05-30-2019 13:24

REPLY RE-OPEN THREAD

@Bailey Norby networking within the planning industry. Attend events put up by your local Financial Planning Association. That is how I started. People in the FPA, at lease the chapter I below to...The FPA of MA in Boston has about 1,000 members and many of them are very helpful and very welcoming to young/new members. If you are not a member, you can also have someone take you there for the first time and usually is no cost.

-----  
Van Truong  
Sr. Financial Planning Consultant  
Citizens Bank  
Canton MA  
(401)734-5363  
-----

➤ ORIGINAL MESSAGE

49. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 13:53

REPLY RE-OPEN THREAD

Hi @Bailey Norby,

I am 23 and preparing to take the CFP exam in July!

Having a women mentor through the CFP Board Mentor Program has been very valuable as I prepare for the exam and start out in my career. I know I can ask her anything, and she has given me her advice as a woman in the industry.

Also, join a financial planning organization, such as your local FPA chapter and get involved! I joined FPA as a student in college, and found my current position through FPA. I now serve on the board and am a part of a great group of advisors that are willing to share their experiences and advice. I am always looking for other networking events focused on women in my area as well.

Also, make sure you have a strong support system through work and your personal life (friends and family) because studying can get stressful at times and being surrounded by encouraging people can really help you get through it!

Hope that helps!

-----  
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-----

➤ ORIGINAL MESSAGE

50. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 13:55

Edited by Amy Shepard 05-30-2019 13:58

REPLY RE-OPEN THREAD



Hi @Bailey Norby,

I agree with what Van and Haley said - networking is a great way to get out there, learn about various areas of the profession, get support and guidance, and feel part of the planning community!

-----  
Amy Shepard  
Manager, Financial Planning & Consulting  
Northwestern Mutual  
Mesa AZ  
585-503-8389  
-----

➤ ORIGINAL MESSAGE

51. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Sheila Walsh

ACTIONS ▼

Posted 05-30-2019 13:07

REPLY RE-OPEN THREAD



What have you found to be the most effective ways to explain to clients and prospects that the CFP certification matters? (since most people don't know what it is and assume all advisors are the same) Do you find that having the CFP certification has impacted your ability to set client pricing?

Thank you!

-----  
Sheila Walsh  
Principal  
Walsh Wealth and Wellness  
Boston MA  
774-258-0278  
-----

▶ ORIGINAL MESSAGE

52. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 14:00

REPLY RE-OPEN THREAD



Hi @Sheila Walsh,

In general, I really emphasis the entire financial planning process with prospects and clients, as many people still think advisors only provide investment management. I also explain the CFP process including the education, experience, and exam requirements, so they understand this

isn't like any other designation. Statistics can always support your argument!

-----  
Haley Tolitsky  
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-----

➤ ORIGINAL MESSAGE

53. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 14:05

REPLY RE-OPEN THREAD



Hi @Sheila Walsh,

In my experience, I've come across two types of clients or prospects - those that trust you no matter what and don't ask any questions about your credentials and those that immediately ask about your experience and why you are qualified to help them.

For the latter group, I have had success with explaining first and foremost that I am a CFP professional, which is one of the most respected and highly regarded designations in the profession. I talk about the coursework and the topics we must be educated on as well as taking a rigorous exam. If they are not familiar with it, I will usually ask if they are familiar with

CPAs. If they say yes, I'll explain that the CFP in financial planning is similar to the CPA in accounting. I will also give a brief description of the fiduciary vs. suitability standard to help them understand that as a CFP, I have their best interest in mind at all times.

I have so far always worked in a salaried environment with no direct ability to impact client pricing, but I do know many others that feel strongly about their CFP certification warranting higher prices from clients due to the value they can provide as a CFP professional.

Hope that helps!

-----  
 Amy Shepard  
 Manager, Financial Planning & Consulting  
 Northwestern Mutual  
 Mesa AZ  
 585-503-8389  
 -----

➤ ORIGINAL MESSAGE

54. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Lisa Miller

ACTIONS ▼

Posted 05-30-2019 13:09

REPLY RE-OPEN THREAD



I need a session link please! I've tried accessing via events and so on but it is not showing for me with the actual live session.

-----

Lisa Miller  
student  
none  
Los Osos CA  
(805)528-2544

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➤ ORIGINAL MESSAGE

55. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Sara Maloney

Posted 05-30-2019 13:11

REPLY RE-OPEN THREAD



Hi @Lisa Miller,

This is the event! Please post your questions here and an expert will answer it.

---

Annie Moncure  
Community Manager  
CFP Board  
[candidateforum@cfpboard.org](mailto:candidateforum@cfpboard.org)

---

➤ ORIGINAL MESSAGE

56. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Lisa Miller

ACTIONS ▼

Posted 05-30-2019 13:11

REPLY RE-OPEN THREAD



Ah I see I've misunderstood -- it'll be text-based, yes? Sorry, my first time participating in one of these.

-----  
Lisa Miller  
student  
none  
Los Osos CA  
(805)528-2544  
-----

▶ ORIGINAL MESSAGE

57. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Sara Maloney

Posted 05-30-2019 13:11

REPLY

RE-OPEN THREAD ▼

Yes! Don't worry, this is confusing the first time.

-----  
 Annie Moncure  
 Community Manager  
 CFP Board  
[candidateforum@cfpboard.org](mailto:candidateforum@cfpboard.org)  
 -----

▶ ORIGINAL MESSAGE

58. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Lisa Miller

ACTIONS ▼

Posted 05-30-2019 13:21

REPLY

RE-OPEN THREAD ▼

I'm interested in focusing my future practice on women, especially women who are single or who are the main one handling their family finances. I feel like a lot of women who might benefit from having an adviser are turned off by the financial industry in general. Have you found that any particular approaches tend to work better when seeking female clients? Or is marketing to women and men actually the same and I need to adjust my \*own\* assumptions? :)

-----  
 Lisa Miller

student  
none  
Los Osos CA  
(805)528-2544

-----

➤ ORIGINAL MESSAGE

59. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 14:08

REPLY

RE-OPEN THREAD ▼

Hi @Lisa Miller,

I agree with you, education is key when it comes to financial planning. Finding the exact wants and needs of the women in your area can help you be better prepared to serve them. Reach out to your trusted women friends and figure out what they need out of a financial planning relationship and what their concerns are. Then you can structure your strategy around the information you discover!

I definitely think there is a need for women-specific financial planning, and that many women would be more comfortable working with a female advisor.

-----

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➤ ORIGINAL MESSAGE

60. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Lisa Miller

ACTIONS ▼

Posted 05-30-2019 14:29

REPLY

RE-OPEN THREAD ▼

@Haley Tolitsky

Thanks for the encouragement :)

It's a good idea to do some interviewing of people who match my idea of my client type. I've been thinking I should start doing that; you've just upped my motivation for following through. Much appreciated.

-----  
Lisa Miller  
student  
none  
Los Osos CA  
(805)528-2544  
-----

➤ ORIGINAL MESSAGE

61. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 14:40

REPLY

RE-OPEN THREAD ▼

Happy to help! Networking groups are also a great way to make connections and ask questions!

-----  
Haley Tolitsky  
Financial Planner

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(910)515-0161  
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-----

➤ ORIGINAL MESSAGE

62. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 14:15

REPLY

RE-OPEN THREAD ▼

Hi @Lisa Miller,

That's a really inspiring mission you have!

A friend of mine works for Ellevest - they are specifically focused on women, particularly how investing for women should be different than investing for men. I think their website has a ton of great content that you would enjoy reading specific to your area of interest.

-----  
 Amy Shepard  
 Manager, Financial Planning & Consulting  
 Northwestern Mutual  
 Mesa AZ  
 585-503-8389  
 -----

► ORIGINAL MESSAGE

63. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Lisa Miller

ACTIONS ▼

Posted 05-30-2019 14:22

REPLY

RE-OPEN THREAD ▼

@Amy Shepard

Indeed, I'm signed up to their newsletter and can only agree :) They are doing some great work! I also really enjoy the conversational style they take in all their materials -- it's a good lesson in marketing.

-----  
 Lisa Miller  
 student  
 none  
 Los Osos CA  
 (805)528-2544  
 -----

➤ ORIGINAL MESSAGE

64. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Nadine Burns

ACTIONS ▼

Posted 05-30-2019 16:47

REPLY

RE-OPEN THREAD ▼

Lisa -

Our practice focuses on women, single women, divorced women, widows, same sex couples and women who head their finances in the family. We also have couples who

have come to us and the female felt we addressed her needs in the couple and other male advisors had not, and her husband decided that is what he wanted as well. All three advisors are also women, I am the CEO and owner of the firm, and my passion is "Smart Women" or female professionals, entrepreneurs, etc. One of our advisors works with divorce, and another associate advisor specializes in families with special needs. Although these are our strong suites, we all take on clients that have average needs as well. The specialty allows us to work toward being experts in our field and working with people we like to work with that we can help in more of a deep and meaningful way.

I think we have some single men as clients because they know our client events will be full of single women! LOL

And we have found that marketing to women IS different than marketing to men - women would like to be educated and not SOLD to. Women use a bit of intuition and are less of a ScoreKeeper of their finances. By this I mean we have men that commonly say, "what is the number I need to get to in order to retire \$2 million, 6 million, etc." Where women are more apt to ask if they can set aside a fund for a daughter's wedding, or money to take care of them if they are unable to, or a vacation fund in retirement - I see a lot of women "labeling" their funds. But everyone is different and stereotypes are just that. It is more about how they were raised with money than anything else, and we do ask about how their parents handled money - most product sales people don't go that deep, that I know of.

-----  
Nadine Burns CFP(r)  
Preside/CEO Advisor  
An New Path Financial,LLC  
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734-330-2266  
[NBurns@anewpathfinancial.com](mailto:NBurns@anewpathfinancial.com)  
-----

➤ ORIGINAL MESSAGE

65. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Lisa Miller

ACTIONS ▼

Posted 05-30-2019 17:23

REPLY

RE-OPEN THREAD ▼

@Nadine Burns

This is great info, thank you SO much! And I cracked up about your single male clients' possible motives...

I am extremely interested in that human side of money -- people's money stories including how their families handled money -- and also in education, so I'm pleased to think that this will be helpful when it comes to serving clients well.

Very interesting what you've noticed in terms of how your female clients tend to think about and talk about money goals, vs male clients. As you say, can't really assume things about individuals, but that's an instructive general observation.

-----  
Lisa Miller  
student  
none  
Los Osos CA  
(805)528-2544  
-----

► ORIGINAL MESSAGE

66. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Melissa Garcia

ACTIONS ▼

Posted 05-30-2019 13:16

REPLY RE-OPEN THREAD

Have you ever had an occurrence where someone did not want to work with you solely because you are a female? On the other hand, have you had clients reach out to you over male peers?

-----  
Melissa Garcia  
Operations Associate  
Heritage Investment Group  
-----

► ORIGINAL MESSAGE

67. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Lois Gregson

Posted 05-30-2019 13:45

Edited by Annie Moncure 05-30-2019 14:04

REPLY RE-OPEN THREAD

@Melissa Garcia Personally, I have had both experiences. I have been in situations where a client specifically wanted to speak with me and others who wanted to speak with a male colleague. It doesn't appear to matter either, I have had male/female clients ask for me and male/female clients ask for a male colleague. It truly does come down to who connects with

whom and less about gender. The most successful advisor I happened know with female clients happens to be a gay man. His theory was that women tend to feel talked down to by male advisors and intimidated by female advisors. When I asked about his approach, I remember his reply, "honey, my (female) clients don't buy a pair of shoes without asking me."

-----  
Lois Gregson  
Financial Consultant  
Fiduciary Advisors  
Columbia IL  
(618)281-6425  
-----

➤ ORIGINAL MESSAGE

68. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Lisa Miller

ACTIONS ▼

Posted 05-30-2019 14:40

REPLY

RE-OPEN THREAD ▼

@Lois Gregson

Lois, That was a fun anecdote you shared, thank you. I was also intrigued by the observation that he thinks women can feel intimidated by female advisors. I have wondered about that.

It started because I found it challenging to imagine myself even \*being\* an advisor after years in journalism, because somewhere in my head I was imagining having to wear a suit, and I'm not a suit person, period, and don't like formal offices. Then I realized that these

days, I can do a virtual practice aimed at a niche clientele, so I could sidestep that identity marker that didn't, well, "suit" me at all. (Sorry, not! :)

From there I began to wonder how the gear we wear creates messaging that some people might find off-putting or intimidating... So this story you shared was relevant to me, beyond the laugh I got out of it!

-----  
Lisa Miller  
student  
none  
Los Osos CA  
(805)528-2544  
-----

➤ ORIGINAL MESSAGE

69. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Melissa Garcia

ACTIONS ▼

Posted 05-30-2019 15:14

REPLY

RE-OPEN THREAD ▼

Lisa,

You actually bring up a very good point that I had not even thought about.

Currently, I work in the back office of a wealth management firm and I wear a lot of dresses instead of suits because our dress code is business casual. However, all of the CFP's in the office are all males and whenever they are going into a client meeting they

always put on their suit jackets. I wonder how a woman's suit would be perceived with many clients versus a dress.

-----  
 Melissa Garcia  
 Operations Associate  
 Heritage Investment Group  
 Pompano Beach FL  
 (561)866-4084  
 -----

➤ ORIGINAL MESSAGE

70. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 14:19

REPLY RE-OPEN THREAD



Hi @Melissa Garcia,

Like Lois, I have also had both. I think it comes down to personal preference and genuine connection. I've had male/female clients who wanted to work with me because they felt women better understood the emotional components of handling money. I've also had prospective male/female clients who felt more comfortable working with a male planner, and that's ok too.

-----  
 Amy Shepard  
 Manager, Financial Planning & Consulting  
 Northwestern Mutual

Mesa AZ  
585-503-8389

➤ ORIGINAL MESSAGE

71. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Nadine Burns

ACTIONS ▼

Posted 05-30-2019 16:52

REPLY RE-OPEN THREAD



Melissa -

I have NEVER had that experience. I am an MBA, hold my CFP(r) and am proudly a woman and no prospect has ever identified my being a woman as a reason not to work with us. I did have someone write a kind of nasty email once because we do mention women on our website, but he never met us, so it does not count in my book.

By the way, our office conference room is mauve and we have bling, filmy curtains, settees and throw rugs!

-----  
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Preside/CEO Advisor  
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[NBurns@anewpathfinancial.com](mailto:NBurns@anewpathfinancial.com)  
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➤ ORIGINAL MESSAGE

72. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-31-2019 10:00

REPLY RE-OPEN THREAD



Hi @Melissa Garcia,

I have not had that happen to me in my career yet; however, I have noticed on many occasions that many women are more comfortable sharing personal information with a women advisor. I think it comes down to having someone who can better relate to you and your situation, female or male.

-----

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-----

➤ ORIGINAL MESSAGE

73. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Belinda Butler

ACTIONS ▼

Posted 05-30-2019 13:18

REPLY RE-OPEN THREAD



I'm am taking the July exam. Right now just feeling very overwhelmed and honestly just plain scared about this exam. I work at a wealth management firm (advisor is a CFP) and between that, regular life and studying the material just seems overwhelming in trying to remember it all.

-----  
Belinda Butler  
Relationship Manager  
Milestone Wealth  
Winterville NC  
(252) 560-0927  
-----

► ORIGINAL MESSAGE

74. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 14:14

REPLY RE-OPEN THREAD



Hi @Belinda Butler,

I am also taking the July exam, so I completely understand how you're feeling!

Confidence is key. I would create a study schedule/plan up to the exam to help relieve your stress. Everyone I have talked to says to focus on taking practice exams - not trying to review old material/readings.

Have you looked into taking a review course? That has been extremely helpful for me in putting all the concepts together and preparing for the exam.

I also plan on taking some PTO before the exam to have some full days to prepare for the exam.

You can do it!!

-----  
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-----

➤ ORIGINAL MESSAGE

75. RE: May 30th Ask the Expert: Helping Women in CFP®  
Certification and Beyond

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RECOMMEND



Belinda Butler

ACTIONS ▾

Posted 05-30-2019 14:58

REPLY

RE-OPEN THREAD ▾

Thank you Haley. I am taking the Bruce Starks Bootcamp in June in Atlanta. I took the University of Georgia/Greene Consulting CFP course and am very comfortable with Bruce who led most of the CFP virtual sessions. I have been in the business since 2003, but have a new found respect for CFP certificant due to the huge amount of knowledge that they have and know. I need to talk to my boss about some days before. I scheduled my exam on my father's birthday (7/16) which is a Tuesday to give me the weekend.

-----  
Belinda Butler  
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-----

➤ ORIGINAL MESSAGE

76. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▾

Posted 05-30-2019 15:07

REPLY

RE-OPEN THREAD ▼

@Belinda Butler good luck to you! I am taking the exam a day before you. We've got this!

-----  
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-----

➤ ORIGINAL MESSAGE

77. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 14:21

REPLY RE-OPEN THREAD



Hi @Belinda Butler,

I agree with everything Haley suggested! As long as you put in the time and believe in yourself, you can do it!

It is a tough exam for sure, and I think it's normal to feel overwhelmed. In fact, I can't think of

one person I know that wasn't nervous going into it!

-----  
Amy Shepard  
Manager, Financial Planning & Consulting  
Northwestern Mutual  
Mesa AZ  
585-503-8389  
-----

➤ ORIGINAL MESSAGE

78. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Lois Gregson

Posted 05-30-2019 13:24

REPLY RE-OPEN THREAD

▼

Could someone explain the grading results of the exam? I noticed others state their results were "4 strong, 2 medium, 2 weak" or something like that. What does this mean? And I believe there are 8 scores, Bryant University study program only addressed 6 study areas. I am wondering what the 8 areas on the exam cover. Any advice appreciated.

-----  
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-----

➤ ORIGINAL MESSAGE

79. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 13:57

REPLY RE-OPEN THREAD



Hi @Lois Gregson,

That's a really good question - one that I don't think I can answer very well, unfortunately!

I do know that the grading results are often thought of as a bit of a "black box" because there is not a clear pass or fail score. I'm hoping someone else in here might be able to provide a much better answer for you!

-----  
 Amy Shepard  
 Manager, Financial Planning & Consulting  
 Northwestern Mutual  
 Mesa AZ  
 585-503-8389  
 -----

➤ ORIGINAL MESSAGE

80. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Akemi Dalvi

ACTIONS ▼

Posted 05-30-2019 13:27

REPLY RE-OPEN THREAD



Thank you for hosting this session.

As we get closer to crunch time and have limited hours, where do you feel we should best allocate limited remaining time to pass the exam, i.e.: Q-bank, mock exams, re-reading the material, live test prep review course, etc. I want to invest my limited time to the avenue(s) which will yield the best chances of passing the exam.

Thank you!

-----  
Akemi  
CA  
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► ORIGINAL MESSAGE

81. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 13:49

REPLY RE-OPEN THREAD



Hi @Akemi Dalvi,

Thanks for partipating!

I definitely recommend a live review course - I used Ken Zahn and found it to be crucial to my success the first time around. I have many colleagues who also felt the live review was a great investment. One of the tips from my live review was to take as many q-bank questions as possible and to review the answers - every question you get wrong gives you an opportunity to learn from it which is so important. Also, I have taken several Series exams and consistently received that same suggestion - do lots of practice questions!

Best of luck to you!

-----  
Amy Shepard  
Manager, Financial Planning & Consulting  
Northwestern Mutual  
Mesa AZ  
585-503-8389  
-----

► ORIGINAL MESSAGE

82. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 14:23

REPLY RE-OPEN THREAD



Hi @Akemi Dalvi,

I have been told to take as many practice exams as possible! I agree with Amy - I am in the Zahn review course and have found it to be extremely helpful so far with putting all of the concepts together. I would not spend as much time rereading material.

Good luck!

-----

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-----

➤ ORIGINAL MESSAGE

83. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Susan Palombo

ACTIONS ▼

Posted 05-30-2019 13:29

REPLY RE-OPEN THREAD



Hi @Haley Tolitsky,

What challenges are you experiencing along your journey? How could other CFP females assist you on your quest?

-----  
 Susan Palombo  
 FA  
 Merrill Lynch, Pierce, Fenner & Smith, Incorporated  
 Austin TX  
 (512)397-1863  
 -----

▶ ORIGINAL MESSAGE

84. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 14:31

REPLY RE-OPEN THREAD



Hi @Susan Palombo,

My biggest challenge freshly out of college last year was finding a firm that was a good fit for

me. I interviewed all over the country, and it took about 6 months to find the right fit. I am so grateful now to be with a company that supports me 100% as I pursue the CFP and whose values align with mine. Now, it is just finding the time and energy to study for the exam in July.

I think as female financial planners, we need to stick together and continue to push for change in the industry. My mentor has also been the best support system as I prepare for the exam and start my career. I think mentorship is the best way to assist other females in the industry, whether through a formal engagement or just getting coffee with a young female advisor in your area to answer questions and share your experiences.

Thanks for asking! I truly appreciate your willingness to support other young female advisors like me!

-----  
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-----

➤ ORIGINAL MESSAGE

85. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Susan Palombo

ACTIONS ▼

Posted 05-30-2019 14:40

REPLY

RE-OPEN THREAD ▼

@Haley Tolitsky Great! And why are you seeking your CFP certification?

-----  
 Susan Palombo  
 FA  
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 (512)397-1863  
 -----

► ORIGINAL MESSAGE

86. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 15:05

REPLY

RE-OPEN THREAD ▼

@Susan Palombo I am seeking the CFP certification to elevate myself professionally and be well-rounded to service my clients and community! I believe it is a significant designation to have as a financial planner, and am I always looking to further my education and expertise.

-----  
 Haley Tolitsky  
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➤ ORIGINAL MESSAGE

87. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Abby Morton

ACTIONS ▼

Posted 05-30-2019 14:04

REPLY RE-OPEN THREAD



Hi - Thanks so much for taking time out of your busy schedule to provide some advice.

I'd love to know how you went about finding mentors throughout your career. I'd want to have some women mentors, but I work at a small RIA that is all male dominated and just am unsure in my city how to go about finding women to network with and find to talk to about my career.

-----  
Abby Morton  
Associate Advisor  
Acquire Wealth Advisors  
West Jordan UT  
435-840-8234  
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➤ ORIGINAL MESSAGE

88. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 14:10

REPLY RE-OPEN THREAD



Hi @Abby Morton,

You are so welcome - thanks for participating!

Early in my career, I was fortunate to have some really great female mentors in my office but I realize that's not an option for you. That's ok, there are other ways!

The CFP Board's Mentor Program is a great option - you can browse Mentor profiles and find a Mentor that seems like a great fit for you. Even if they aren't local, you can connect other ways and can still get a ton of value from the relationship.

Another option is joining your local FPA Chapter or other professional organizations. And attending industry conferences when you're able to - any activity to get you out there in the planning community meeting women who are in this industry!

Depending on where you went to school, that could be another option for building your network and finding a female mentor through an alumni association or even through instructors in the program.

Good luck - hope that helps!

-----  
Amy Shepard  
Manager, Financial Planning & Consulting  
Northwestern Mutual

Mesa AZ  
585-503-8389

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➤ ORIGINAL MESSAGE

89. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 15:13

REPLY RE-OPEN THREAD



Hi @Abby Morton,

I also do not have any potential female advisor mentors at my firm, so I understand the frustration! I have had great mentoring relationships through the following programs:

CFP Board Mentor Program: <https://www.cfp.net/become-a-cfp-professional/mentor-program>

FPA: <https://connect.onefpa.org/participate/mentormatch>

Women in Insurance and Financial Services: <https://wifsnational.org/wifs-mentorship-program>

You can also reach out to other women advisors in your area through networking events, LinkedIn, and even Google searches. I'm sure most of them would be willing to sit down with you!

Hope that helps.

-----

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➤ ORIGINAL MESSAGE

90. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Cristina De Franco

ACTIONS ▼

Posted 05-30-2019 14:21

REPLY RE-OPEN THREAD



Is it important for a CFP to learn accounting like quickbooks as I feel that would take all my time. When it comes to completing business returns, I noticed the CPA I work with does all the adjustments into the businesses books, and I don't know if I want to go that route, or I even should. Do you have any advice?

---

Cristina De Franco  
N/A  
APO AP  
305-848-0950

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➤ ORIGINAL MESSAGE

91. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 14:29

REPLY RE-OPEN THREAD



Hi @Cristina De Franco,

My initial instinct is no, I don't think that's a critical skill for a CFP, but I do think it depends on you specifically and what you are wanting to achieve for your own professional goals.

I've been in the industry almost 6 years and have never used Quickbooks, but I also have never done any accounting and am not pursuing a career path with a focus on accounting. For me, it's been more valuable learning to use various types of planning software and getting really good at utilizing Excel to help me solve various math questions.

Hope that helps!

-----  
 Amy Shepard  
 Manager, Financial Planning & Consulting  
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 585-503-8389  
 -----

➤ ORIGINAL MESSAGE

92. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-30-2019 14:54

REPLY RE-OPEN THREAD



Hi @Cristina De Franco,

I do not think Quickbooks is a necessary skill, as that is more CPA focused. I have found learning financial planning software, such as Emoney and MoneyGuidePro to be much more useful.

Hope that helps!

-----

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➤ ORIGINAL MESSAGE

93. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Claudia Porter

ACTIONS ▼

Posted 05-30-2019 14:23

REPLY RE-OPEN THREAD



With the tax law changes, how will the CFP exam in 2020 be updated, and where do I get updated materials? I am currently studying with the College for Financial Planning and studied the previous rules and laws of taxation. I am in module 5 out of 6, hoping to finish the last two modules this year, then review and take the exam next year (Between my full-time advisor position and single-parenting 4 boys at home, it just doesn't go any faster.)

-----  
Claudia Porter  
Financial Advisor  
Financial Reserve  
Portland OR  
503-906-2426  
-----

► ORIGINAL MESSAGE

94. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 14:33

REPLY RE-OPEN THREAD



Hi @Claudia Porter,

First, let me just say you are a rock star!! Raising four boys, working full time, and studying - you're amazing! And you are going plenty fast - keep it up!

I don't have an answer to your question about the exam changing, but I'm sure there is information somewhere on the CFP Board website with specifics. You could also ask your professors at the College - they should have some insight into how the curriculum and exam will be changing.

Good luck - you've got this!

-----  
Amy Shepard  
Manager, Financial Planning & Consulting  
Northwestern Mutual  
Mesa AZ  
585-503-8389  
-----

➤ ORIGINAL MESSAGE

95. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Kathryn Peyton

ACTIONS ▼

Posted 05-30-2019 14:48

REPLY RE-OPEN THREAD



I have to believe that CFFP has updated their tax module by now, as the test moved to the new Tax Law this year. You may need to re-do that module, unfortunately. All tests now are testing on new tax law.

-----  
Kathryn Peyton  
Advisor  
Abacus Wealth Partners  
Sebastopol CA  
707-861-8006  
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➤ ORIGINAL MESSAGE

96. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Susan Palombo

ACTIONS ▼

Posted 05-30-2019 14:35

REPLY RE-OPEN THREAD



I completed my CFP primarily to get up the learning curve of the industry very quickly. It gave me a broad education on many of the issues we face as advisors. For me, it gave me the confidence to ask better questions, probe into potential risks for clients and know where to go to mitigate many of these issues. What purposes do you see women seeking who express interest in CFP certification?

Also, @Amy Shepard -are we seeing an uptick in female applicants yet?

-----  
Susan Palombo

FA  
Merrill Lynch, Pierce, Fenner & Smith, Incorporated  
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➤ ORIGINAL MESSAGE

97. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 14:42

REPLY RE-OPEN THREAD



Hi @Susan Palombo,

Thanks for posting!

I see a lot of women get into this industry because they have a genuine desire to help others and a passion for educating and empowers others as well.

With regard to an uptick in female applicants, we definitely get a good mix in my office. I don't have any specific stats offhand, but about a third of my office is female CFPs.

And I'm loving all of the awesome women on this thread who are already in the profession or interested in joining!

---

Amy Shepard  
Manager, Financial Planning & Consulting

Northwestern Mutual  
Mesa AZ  
585-503-8389

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➤ ORIGINAL MESSAGE

98. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Meghan Dorsey

ACTIONS ▼

Posted 05-30-2019 14:38

REPLY RE-OPEN THREAD



I have a specific question regarding the experience requirement.

Before transitioning to my current firm (will be 2 years in November), I worked as a tax accountant in a Trust company and provided compliance and planning services to individuals. I would think the tax planning would count towards experience but I can't seem to find any good guidance on whether tax compliance would also count. Does either of the experts have an answer to this?

---

Meghan Dorsey  
MO  
Moneta Group  
Wildwood MO  
314-580-1138

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➤ ORIGINAL MESSAGE

99. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 14:52

REPLY RE-OPEN THREAD



Hi @Meghan Dorsey,

That's a really good question that I think is best suited for the CFP Board to answer directly, just to ensure you get the correct response!

You can send your question to them at [experience@cfpboard.org](mailto:experience@cfpboard.org).

If you haven't already, you can also read through the [experience requirement specifics](#) and [FAQs](#) as well.

Good luck!

-----  
Amy Shepard  
Manager, Financial Planning & Consulting  
Northwestern Mutual  
Mesa AZ  
585-503-8389  
-----

➤ ORIGINAL MESSAGE

100. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Serina Cannon

ACTIONS ▼

Posted 05-30-2019 14:50

REPLY RE-OPEN THREAD



I am single currently working on a government job and I anticipate in retiring in 8 yrs. I need the earnings from my job to pay my mortgage, etc. I also, sell Health Insurance part-time because of the demands from my full-time job. I took the CFP® Exam in November 2012 and did not pass. I was not prepared for the exam but I took it anyway. I want to take it again but some how I just can't get myself together to start the studying process again.

For those who were not working in the financial field and wanted to become a CFP®, how did you study while holding a full-time job?

How did you make the transition after passing the exam to meet the qualifications for obtaining the CFP® designation while working full-time on a job that is not in the financial field?

Thank you.

-----  
Serina Cannon  
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Life, Health and Senior Insurance  
Covered CA Certified Agent  
License #0G68640  
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-----

➤ ORIGINAL MESSAGE

101. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 14:58

REPLY RE-OPEN THREAD



Hi @Serina Cannon,

I'm not the best person to answer your question since I was in the industry when I studied and took my exam, but I still wanted to respond and wish you the best!

-----  
 Amy Shepard  
 Manager, Financial Planning & Consulting  
 Northwestern Mutual  
 Mesa AZ  
 585-503-8389  
 -----

➤ ORIGINAL MESSAGE

102. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Serina Cannon

ACTIONS ▾

Posted 05-31-2019 17:12

REPLY

RE-OPEN THREAD ▾

Amy, I understand and thank you for your well wishes.

-----  
 Serina Cannon  
 Insurance Agent  
 Life, Health and Senior Insurance  
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 License #0G68640  
 (323) 791-4050  
 -----

▶ ORIGINAL MESSAGE

103. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Julia Anderson

ACTIONS ▾

Posted 05-30-2019 16:15

REPLY

RE-OPEN THREAD



Hi Serina,

I am in a similar situation of studying for the CFP while working a full time job that is not in the field. I'd also love to hear some advice on transitioning into the field.

-----  
 Julia Anderson  
 Foundation Manager  
 Oakland Raiders Foundation  
 Henderson NV  
 818-606-2272  
 -----

➤ ORIGINAL MESSAGE

104. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Kathryn Peyton

ACTIONS ▼

Posted 05-30-2019 16:53

REPLY

RE-OPEN THREAD ▼

I was a former banker and long-time economics teacher who really wanted to get into the financial planning field. After many years of trying, I finally networked with a parent at my school who runs the firm I now work for. He took a chance on me and hired me, so I could work as an advisor trainee (full-time) while studying for the CF®. At my firm, we hire many people without their CFP® certification, and pay for most of the cost of getting one, but you do have a time limit to get it done.

I took the classes through CFFP and never attended a class, only used the slides and online text. It was a grueling year and a half, especially the last nine months. I pretty much didn't have a life for those nine months. I don't know how you could do it with kids at home; mine were both grown by then.

I am happy to speak offline with anyone who wants to find out more. I encourage people with industry experience to approach RIA firms who might be hiring. You can start working

as an advisor, under supervision of course, while you prepare for the exam. @Serina Cannon, I would think your industry knowledge about health care would be very valuable to advisor firms.

-----  
Kathryn Peyton  
Advisor  
Abacus Wealth Partners  
Sebastopol CA  
707-861-8006  
-----

➤ ORIGINAL MESSAGE

105. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Serina Cannon

ACTIONS ▼

Posted 05-31-2019 17:16

REPLY

RE-OPEN THREAD ▼

Thank you, Kathryn for your input. It gives me a lot to think about.

-----  
Serina Cannon  
Insurance Agent  
Life, Health and Senior Insurance  
Covered CA Certified Agent  
License #0G68640  
(323) 791-4050  
-----

➤ ORIGINAL MESSAGE

106. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

0

RECOMMEND



Cristina De Franco

ACTIONS ▼

Posted 05-30-2019 14:54

REPLY RE-OPEN THREAD



Hello,

I have 2 more questions to ask:

Should I take the NTPI as soon as possible, (training to represent clients before the IRS) or is that something that I should not even bother about if I plan on becoming a CFP?

Should I just start taking classes toward my CFP, instead of going to one of the national EA meetings this year, and take all the EA CE online, and just work on my business finance model?

-----  
Cristina De Franco  
N/A  
APO AP  
305-848-0950  
-----

➤ ORIGINAL MESSAGE

## 107. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND

Amy Shepard

ACTIONS ▼

Posted 05-30-2019 15:06

REPLY RE-OPEN THREAD



Hi @Cristina De Franco,

I have a follow-up question for you as well - what are you hoping to achieve in your career, both short term and long term? Are you wanting to work as a financial planner, as an accountant, both, something else? I ask because a lot of your questions mention various aspects of accounting and tax which can be a very different field when compared to financial planning! Something that has helped me as I have considered my career path is asking myself this question: If I won the lottery and money was no object, what would I want to do to fill my time? My answer is always: help people with their money by doing comprehensive planning.

Another thing that helped me to narrow down *how* to progress in my career was some advice from a senior executive. He said: Don't think about the next step you want to take, think about where you want to be two steps from now. If you can figure out where you want to be in two steps, you'll know the right next step to take to get you there.

If you spend some time thinking about those two things, hopefully that will help clarify what you are really interested in! From there, I think it will be easier for you to decide if it makes sense to focus on the CFP or if it makes sense to focus on something else like the NTPI or other tax-related exams.

Hope that helps!!

-----  
Amy Shepard  
Manager, Financial Planning & Consulting  
Northwestern Mutual  
Mesa AZ  
585-503-8389

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➤ ORIGINAL MESSAGE

108. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Claudia Porter

ACTIONS ▼

Posted 05-30-2019 14:56

REPLY RE-OPEN THREAD



Hi, I have one more question:

What is the best review program to get the best test prep in the year you are taking the exam? – (Please do not list live workshops over the course of a week or weekend because of my home situation.)

-----

Claudia Porter  
Financial Advisor  
Financial Reserve  
Portland OR  
503-906-2426

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➤ ORIGINAL MESSAGE

109. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-31-2019 09:51

REPLY RE-OPEN THREAD



Hi @Claudia Porter,

I am taking a live review course, so I am probably not the best to answer you question. However, I recommend taking as many practice exams as possible when preparing for the exam! Here are some additional options: <https://crushthecpaexam.com/best-cfp-prep-courses/>.

Hope that helps!

-----

Haley Tolitsky  
Financial Planner

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[htolitsky@cookecapital.com](mailto:htolitsky@cookecapital.com)

-----

➤ ORIGINAL MESSAGE

110. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Yolanda Kernes

ACTIONS ▼

Posted 05-30-2019 14:58

REPLY RE-OPEN THREAD



Hi!

What study programs is everyone using?

I'm using Kaplan's study materials & plan to take their live review course in October in either LA, Dallas or San Francisco. I'm attempting to get feedback on their best review instructors and will choose the location based on that feedback.

-----  
Yolanda Kernes  
Financial Advisor  
Waddell & Reed Financial Advisors  
Edmond OK  
-----

➤ ORIGINAL MESSAGE

111. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 15:10

REPLY RE-OPEN THREAD



Hi @Yolanda Kernes,

I used Ken Zahn for my review and attended the in-person session in Phoenix. My instructor was Bart Brewer - he was awesome!

Good luck!

-----  
 Amy Shepard  
 Manager, Financial Planning & Consulting  
 Northwestern Mutual  
 Mesa AZ  
 585-503-8389  
 -----

➤ ORIGINAL MESSAGE

112. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-31-2019 09:48

REPLY RE-OPEN THREAD



Hi @Yolanda Kernes,

I am currently in the Ken Zahn live review and have the weekend review next week in Charlotte. I would chose the location best for you. I'm sure all of the instructors are extremely

qualified!

Good luck!

-----

Haley Tolitsky  
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➤ ORIGINAL MESSAGE

113. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Nadine Burns

ACTIONS ▼

Posted 05-30-2019 15:00

REPLY RE-OPEN THREAD



Hello, experts.

Can you shed some light on the costs a Financial advisor encounters, as an independent or the costs paid by a firm to cover someone? Including:

- CFP® Fees
- FPA Fees
- Licensing fees
- Computers and software fees

CRM fees

Financial planning software fees

Rent, utilities and office fees

Average advisor income and payout of 30% of income generated.

I think there is a huge misunderstanding of what it takes to become an advisor or what costs are paid on behalf of an advisor as an employee so I'm hoping you can speak to this some.

-----  
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 734-330-2266  
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➤ ORIGINAL MESSAGE

114. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amy Shepard

ACTIONS ▼

Posted 05-30-2019 15:12

REPLY RE-OPEN THREAD



Hi @Nadine Burns,

I have always been a salaried employee, either by a large or small firm. In both cases, my firm covered all of those costs for me. I was fortunate to have very supportive employers that encouraged continuing education.

I know that's not a ton of help with regard to your question, but hopefully others can shed some more light on the numbers for you!

-----  
 Amy Shepard  
 Manager, Financial Planning & Consulting  
 Northwestern Mutual  
 Mesa AZ  
 585-503-8389  
 -----

➤ ORIGINAL MESSAGE

115. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Nadine Burns

ACTIONS ▼

Posted 05-30-2019 17:05

REPLY

RE-OPEN THREAD ▼

Amy,

I misunderstood the email when they were asking for topics for this board. I think many people go into the profession thinking they can get paid for budgeting or planning or putting up their own shingle, and you can, but you really have to understand the costs. I also do not think employees of firms realize the costs the firms are covering for them.

Right now I know that aside from any salary paid or benefits to an advisor, we are supporting them with almost \$3,000 worth of licensing, technology, computers, software, financial planning software and more. That is why many firms only offer a payout of 40% to an advisor, banks can be even less, there is just extensive overhead in this industry.

I went on my own and find I only bring home to my family about 27 cents of every dollar I

make, and the rest goes back into the business. Think about how much you must bring in in order to generate a living at that payout rate- but it is my business to be able to sell one day, and it is still growing. But more importantly, I am doing what I love on my own terms.

-----  
Nadine Burns CFP(r)  
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[NBurns@anewpathfinancial.com](mailto:NBurns@anewpathfinancial.com)  
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➤ ORIGINAL MESSAGE

116. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amanda Brown

ACTIONS ▼

Posted 05-30-2019 15:57

REPLY RE-OPEN THREAD



Hello,

@Nadine Burns I am fortunate to work at a firm that is covering the costs of the education program and CFP Exam but I am not sure if they're the exception or the norm. Anyone else know?

-----  
Amanda Brown  
Financial Planner

Prism Financial Group  
Ottawa KS  
(785)418-3624

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➤ ORIGINAL MESSAGE

117. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amanda Brown

ACTIONS ▼

Posted 05-30-2019 16:09

REPLY

RE-OPEN THREAD ▼

Thank you both for your time today. I have a few questions as well. I am halfway through the education program with CFFP and hope to sit for the Exam in November 2019.

I am curious if anyone has discussed/worked on non-traditional planning within their firm?

I've read quite a bit regarding planning for younger generations, for women, etc. (including the XY Network and Ellevest's business models mentioned above). What I've not yet come across is a model that successfully incorporates planning in the traditional way (account minimums, billing on AUM) along with planning in a non-traditional way (no minimums, hourly fees or percent of income fees)- essentially is able to offer some form of help to them no matter their situation.

I've noticed a wide gap between those typically working with an advisor and the 'normal people' who have not reached (and/or may never reach) the perceived rich-enough-for-an-advisor status. They have just as much (if not more) of a need for financial advice and I feel that I (and we all) should do my part to deliver that to them where I can- but where can I?

My employer has been very supportive and encouraging of my research and passion for the subject, but also affirmed my feeling of the difficulty and complexity of it.

Could anyone share their perspective?

Thanks!

-----  
 Amanda Brown  
 Financial Planner  
 Prism Financial Group  
 Ottawa KS  
 (785)418-3624  
 -----

➤ ORIGINAL MESSAGE

118. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Lisa Miller

ACTIONS ▼

Posted 05-30-2019 16:56

REPLY

RE-OPEN THREAD ▼

I've come across some planners doing that, when I've been exploring resources on kitces.com (where there is often stuff about figuring out the best approach to getting paid, and where advisers talk about their practices via blog posts and podcast interviews). Some people seem to offer a mix of retainers based on income (instead of assets) and hourly planning. This may be alongside an AUM approach for investment management for people with enough assets.

I actually connected with a planner I heard about that way, because I was really taken by the work she is doing. She focuses on exactly the type of client you describe and is really helping people who need it but who are often shut out of planning due to the business models used (minimums and etc). I believe she doesn't manage assets (so, reduced tech needs there, with means reduced costs of running her biz). She also has other paid work (in financial literacy and education), which probably helps balance out having a high-touch planning business that can't get the potential margins of an AUM model.

-----  
Lisa Miller  
student  
none  
Los Osos CA  
(805)528-2544  
-----

➤ ORIGINAL MESSAGE

119. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Amanda Brown

ACTIONS ▼

Posted 05-30-2019 17:06

REPLY

RE-OPEN THREAD ▼

Thank you @Lisa Miller for your response and the link you sent separately.

-----  
Amanda Brown  
Financial Planner

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Ottawa KS  
(785)418-3624

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➤ ORIGINAL MESSAGE

120. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Nadine Burns

ACTIONS ▼

Posted 05-30-2019 17:09

REPLY

RE-OPEN THREAD ▼

Amanda -

Our firm does not turn any person away. We have a very inexpensive base financial plan most people can afford and we offer advice to them in key situations, basically an hourly model. Then we also have clients that are fee for service.

We are unique, but we are growing rapidly, so I guess that says something.

---

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➤ ORIGINAL MESSAGE

121. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Haley Tolitsky

ACTIONS ▼

Posted 05-31-2019 09:58

REPLY

RE-OPEN THREAD ▼

Hi @Amanda Brown,

After starting with my firm in a new location in September, I have really noticed the lack of financial planners and resources for young professionals. I completely agree with you that there is a large gap currently in our industry, which is leaving so many individuals and families without adequate planning when they may need it most. We are now working on building a monthly fee model for those who need guidance and financial planning, but do not have enough assets for the traditional AUM model.

I'd be happy to discuss further another time, if you'd like!

-----

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► ORIGINAL MESSAGE

122. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Kevin Winstead

ACTIONS ▼

Posted 06-01-2019 04:54

REPLY

RE-OPEN THREAD ▼

**Hi Amanda. I think what you're referring to is providing financial planning education to all, regardless of resources. I passed the exam in 1983 and again 35 yrs later in Nov 2018 after I retired...never worked in the industry, just use the knowledge to help myself, friends & family.**

**If you have a passion to help people, then I'd suggest targeting employers and offer services in the form of presentations that educate at little or no cost in hopes you get to people early so you can make a difference. it may also result in some great clients in the long term.**

**Being an evangelist for financial planning is what so many people need...they don't have time to develop the acumen. So go for it...your employer sounds supportive!**

-----  
Kevin Winstead  
Founder  
Independent Consultant  
San Diego CA  
(858) 536-8675  
-----

➤ ORIGINAL MESSAGE

123. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Alison Barkley

ACTIONS ▼

Posted 08-06-2019 12:58

REPLY RE-OPEN THREAD



Hi Sara, do you have any Ask the Expert conversations scheduled in the near future focused on "Helping Women in CFP Certification and Beyond"? I was unable to log in for the May 30th forum and would love to catch this again.

Thanks so much,

Ali Barkley

-----  
Alison Barkley  
Registered Operations Coordinator  
Stifel, Nicolaus & Company, Inc.  
Charleston SC  
843-414-6764  
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► ORIGINAL MESSAGE

124. RE: May 30th Ask the Expert: Helping Women in CFP® Certification and Beyond

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RECOMMEND



Sara Maloney

Posted 08-07-2019 09:11

REPLY RE-OPEN THREAD



Hi @Alison Barkley,

We don't have another Ask the Expert focused specifically on helping women coming up, but we will have another Ask the Expert on a different topic very soon! For now, I would encourage you to read the discussions above.

Thanks!

-----  
Sara Maloney  
Community Manager  
CFP Board  
[candidateforum@cfpboard.org](mailto:candidateforum@cfpboard.org)  
-----

➤ ORIGINAL MESSAGE

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