



The PFP® Professional Competency Profile

The PFP® Professional Competency Profile sets out the knowledge, skills and abilities of professionals awarded the Personal Financial Planner designation. The Competency Profile is the criteria for all aspects of the PFP certification program at CSI. It defines the parameters under which the program is defined and was created through a comprehensive analysis of the environments in which PFP designation holders work. This review, traditionally referred to as a job or task analysis, allows CSI to identify what PFP designation holders do and know in their daily work. From this analysis, the resulting competencies, sub-competencies, knowledge, skills and abilities of PFP designation holders are confirmed and validated by PFP designation holders through comprehensive surveying.

The Competency Profile serves several audiences who can and should use the document for their unique purposes. CSI uses the Competency Profile to set the requirements for, and evaluate education programs meeting the educational prerequisite for the PFP designation. The Competency Profile also acts as the criteria for the certification examination leading to the designation – the Applied Financial Planning (AFP) Certification Examination. Given that, the AFP Examination assesses only the content included in the Competency Profile and CSI then uses the Competency Profile to develop exam content. Accordingly, examination candidates should carefully use the Competency Profile with their course, study or other preparatory materials to adequately prepare for the AFP Examination.

Specifically, the Competency Profile identifies nine core competencies and within each, several sub-competencies; related to each sub-competency is a list of the knowledge and skills required to demonstrate those core and sub-competencies. With the combination of competencies and knowledge and skills, the Competency Profile reflects not only what a financial planner may know in practice, but also what a PFP can do by applying that knowledge to demonstrate the listed competencies. The AFP Certification Examination provides the opportunity for candidates to attest to their level of competence and in preparing for such are encouraged to ensure that they possess the requisite knowledge and skills and the ability to demonstrate the competencies accordingly. To benefit fully from the Competency Profile as a resource for examination preparation, candidates are encouraged to:

- Reference the technical knowledge and skills listed against course, study or other preparation materials to verify one's understanding of the knowledge and skills. Review and study the knowledge and skills in the materials until comfortable.

- Review the knowledge and skills against each assigned core and sub-competency. Assess the ability to apply the linked knowledge and skills to demonstrate the competencies in unique situations.
 - To illustrate, consider sub-competency 4.08 “Identify potential risk management vehicles and determine the impact”. Two associated technical knowledge and skills for that sub-competency are ‘risk management and life insurance’ and ‘tax system and insurance products’. When preparing for the examination, consider the actions that the competency statement reflects, how it may be demonstrated in practice, and how each assigned technical knowledge and skills may be applied to demonstrate the competency. When candidates are unable to do those steps, they should expand their research and preparation to acquire the information necessary to sufficiently demonstrate the competencies.
- Repeat as necessary. Candidates may be expected to demonstrate any of the competencies in the examination environment.

During the certification process, candidates for the designation can use the Competency Profile to assess their personal work experience against the requirements to earn the designation and after certification, to identify areas for future professional development. Employers in the financial services industry can also use the Competency Profile to verify the skill set required of financial planners, and as a tool for communication of their employees’ services and skills available to clients.



PFP® PROFESSIONAL COMPETENCY PROFILE



Develop and Recommend a comprehensive financial plan based on the client's best interests.

Core Competency	Sub-competency	Required Knowledge and Skills
1. Develop a professional relationship with clients based on trust and credibility	1.1 Conduct client meetings and interviews	1.1.1 Time management techniques; phases of a client interview
		1.1.2 Asking clients for referrals; referring clients to business partners
		1.1.3 Role of the advisor; steps of the financial planning process
		1.1.4 Financial planning as a business; ethical conduct and responsibilities to clients
		1.1.5 Planning pyramid
		1.1.6 Getting to know the client
	1.2 Apply the most appropriate interview techniques to communicate effectively	1.2.1 The communication process; verbal and non-verbal communication
		1.2.2 Perceptions
		1.2.3 Effective listening and questioning techniques
1.2.4 Time management techniques; phases of a client interview		
1.2.5 Communication styles and client types		
1.2.6 Determination of the client's goals		
1.2.7 Planning pyramid		
1.3 Listen actively to fully understand the client's needs	1.3.1 Reflection on what the client says	
	1.3.2 Identification of the client's main ideas	
	1.3.3 Awareness of the client's feelings and other non-verbal communication signs	
	1.3.4 Use of eye contact	
	1.3.5 Verification of information	



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	1.4 Ask probing questions to gather the required information	1.4.1 The difference between open-ended and closed-ended questions 1.4.2 Importance of follow-up or secondary questions 1.4.3 Impact of interviewing style on your choice and sequencing of questions
	1.5 Communicate verbally, non-verbally and in written forms to achieve effective interaction	1.5.1 Forms of verbal and non-verbal communication including written skills.
	1.6 Adjust interactions according to the client's personality traits (behavioural finance)	1.6.1 The beliefs, values and attitudes of clients with different personality traits and cultural background
	1.7 Adjust interactions according to the client's socio-cultural profile	1.7.1 Values or rights of an individual that may conflict with those of society or a larger group
	1.8 Identify the client's life cycle stage	1.8.1 Bundling products and services 1.8.2 Collection and analysis of the client's personal and financial information 1.8.3 Determination of the client's age and financial situation 1.8.4 Application of the life cycle hypothesis
	1.9 Identify the client's unique lifestyle needs and goals	1.9.1 Bundling products and services 1.9.2 Assessment of client's answers to your questions 1.9.3 Application of the life cycle hypothesis 1.9.4 The six items to consider for determination of a client's goals



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Core Competency	Sub-competency	Required Knowledge and Skills
	1.10 Clarify client’s role and the planner’s responsibilities	1.10.1 Role of the advisor; implications of the professional relationship between client and advisor 1.10.2 Integrity, professionalism, confidentiality, objectivity and diligence 1.10.3 Professional liabilities and consumer protection
	1.11 Request all required information to prepare the client’s financial plan	1.11.1 The purpose of the client’s personal and financial information 1.11.2 The regulatory requirement of “Know Your Client” 1.11.3 The steps of the financial planning process; role of the advisor 1.11.4 Investor behaviour and investor types
	1.12 Gain client agreement to pursue the business relationship and define next steps	1.12.1 The steps of the financial planning process; role of the advisor 1.12.2 The importance of a letter of engagement to formalize the professional relationship
	1.13 Disclose up front any conflicts of interest or bias that might compromise the integrity and objectivity of the relationship	1.13.1 Importance of ethical behaviour in building a successful and long-lasting client relationship 1.13.2 Transparency about your method of compensation helps build trust with clients 1.13.3 The relationship between client objectives and asset allocation 1.13.4 Selection of investments based on risk and returns
	1.14 Leverages the financial services organization to refer clients and draw on internal expertise as necessary only with the client’s informed and express consent	1.14.1 Building internal relationships 1.14.2 Guiding values of the financial services industry 1.14.3 Use of Financial Advisors



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	1.15 Deal with clients in accordance with established regulatory guidelines and regulations and in accordance with appropriate procedures and ethical practices	1.15.1 The code of ethics for financial planners 1.15.2 The relationship of principal and agent 1.15.3 The guiding values of the financial services industry 1.15.4 The concept of ethics 1.15.5 Ethical dilemmas 1.15.6 Importance of the KYC rule 1.15.7 Red flags and suspicious behaviours 1.15.8 Information systems security 1.15.9 Regulatory regime for Canadian financial institutions
2. Analyze qualitative information required to create financial recommendations	2.1 Verify that all information originally requested from the client has been received	2.1.1 The KYC minimum required client information 2.1.2 Your role as an advisor 2.1.3 The financial planning process; importance of collecting and analyzing data 2.1.4 Determining your client's goals
	2.2 Assess the client's propensity to save	2.2.1 Preparing a cash flow statement and a budget; helping your client budget 2.2.2 Cash flow analysis 2.2.3 Cash management planning 2.2.4 Savings planning 2.2.5 Getting to know the client



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Core Competency	Sub-competency	Required Knowledge and Skills
	2.3 Determine the client's spending decision process	2.3.1 Preparing a household budget; helping your client budget
		2.3.2 Collecting expenditure data
		2.3.3 Credit management strategies
		2.3.4 Effective communication skills
		2.3.5 Getting to know the client
	2.4 Identify the client's tolerance to debt	2.4.1 Preparing a net worth statement; helping your client budget
		2.4.2 Consumer credit
		2.4.3 Credit management
		2.4.4 Lease versus buy
2.4.5 Investment loans; leveraging		
2.4.6 Getting to know the client		
2.5 Determine the client's experience, attitude and biases with investments	2.5.1 The five investor personalities of the BBK Five-Way model	
	2.5.2 Investments and behavioural finance	
	2.5.3 Life-Cycle hypothesis	
	2.5.4 Application of KYC Rule	
	2.5.5 Modern portfolio theory	
	2.5.6 Principles of asset allocation	



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Core Competency	Sub-competency	Required Knowledge and Skills
	2.6 Determine the client's tolerance for risk	2.6.1 Investments and investor behaviour
		2.6.2 Life-Cycle hypothesis
		2.6.3 Application of KYC Rule
		2.6.4 Modern portfolio theory
		2.6.5 Principles of asset allocation and investment portfolio construction
	2.7 Determine the client's return expectations	2.7.1 The five investor personalities of the BBK Five-Way model
		2.7.2 Investments; Life-Cycle hypothesis
		2.7.3 Principles of investment portfolio construction
	2.8 Identify the client's investment time horizons	2.8.1 Investments; Life-Cycle hypothesis
		2.8.2 Application of KYC Rule
		2.8.3 Modern portfolio theory
		2.8.4 Principles of investment portfolio construction
2.9 Assess the client's propensity to actively manage financial risk	2.9.1 Debt planning	
	2.9.2 The five investor personalities of the BBK Five-Way model	
	2.9.3 Behavioural finance	
	2.9.4 Managing a portfolio	



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Core Competency	Sub-competency	Required Knowledge and Skills
	2.10 Determine the client's attitude toward taxation	2.10.1 How income deferral works; Income splitting
		2.10.2 Tax planning Taxation of different types of income; Tax avoidance techniques
		2.10.3 Registered plans (RRSP, TFSA, RESP) Their impact on the effective rate of taxation; How to use registered plans to defer income
		2.10.4 Taxation of Investment Income
	2.11 Determine the client's retirement objectives	2.11.1 Retirement income needs analysis
		2.11.2 Government Pension Programs
		2.11.3 Registered Retirement Savings Plans
		2.11.4 Employer-sponsored Registered Retirement Plans
		2.11.5 Retirement Income Products (RRIF, RPP, DCP, DBP, CPP/QPP, OAS, GIS)
	2.12 Identify the client's estate planning objectives	2.12.1 Wills, Intestacy and Probate
		2.12.2 Powers of Attorney
		2.12.3 Tax planning for estates
2.12.4 Trusts		



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Core Competency	Sub-competency	Required Knowledge and Skills
	2.13 Assess family and business relationships that could impact the client's estate plan	2.13.1 Your approach to clients with special needs due to age, grief or disabilities 2.13.2 Wills, Intestacy and Probate 2.13.3 Powers of Attorney 2.13.4 Tax planning for estates 2.13.5 Trusts 2.13.6 Marriage, Separation and Divorce 2.13.7 Implications of a marriage breakdown 2.13.8 Contracts and Agency 2.13.9 Financial Planning for Small Business
3. Analyze quantitative information required to create a financial plan.	3.1 Identify the sources of income, deductions and tax credits	3.1.1 Cash flow and budgeting; helping your client budget 3.1.2 Employment law 3.1.3 Getting to know the client 3.1.4 Tax and retirement planning (Impact of different tax rates for different types of income; difference between tax deductions and tax credits)
	3.2 Construct the net worth statement	3.2.1 Components of a net worth statement 3.2.2 Calculating your clients' net worth



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Core Competency	Sub-competency	Required Knowledge and Skills
	3.3 Quantify the client's lifestyle needs	3.3.1 Fundamentals of financial math 3.3.2 Determining your client's goals 3.3.3 Basics of marriage, separation and divorce 3.3.4 Implications of marriage breakdown (financial responsibilities for dependents)
	3.4 Identify client's financial goals	3.4.1 Collection of data and information 3.4.2 Determining your client's goals 3.4.3 Preparation of projected net worth and cash flow statements
	3.5 Construct the income statement	3.5.1 Income; Expenses 3.5.2 Preparing client statements 3.5.3 Helping your client budget
	3.6 Construct the cash flow statement	3.6.1 The cash flow statement 3.6.2 Cash flow and budgeting; Preparing client statements 3.6.3 Helping your client budget 3.6.4 Cash management planning
	3.7 Prepare a budget	3.7.1 Budgeting and savings fundamentals 3.7.2 Borrowing and mortgages
	3.8 Construct a detailed statement of investment holdings	3.8.1 Investments (non-registered investments; Government Investment products – GICs, T-bills, Savings Bonds, Government bonds; stocks; mutual funds; corporate bonds) 3.8.2 Investment management (Modern Portfolio Theory; types of risk; risk measurement; asset allocation)



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Core Competency	Sub-competency	Required Knowledge and Skills
	3.9 Determine the current asset allocation and assess its alignment to the client's current risk tolerance and return expectations	3.9.1 Investment Management (Modern Portfolio Theory; Tactical and Strategic Asset Allocation; Selecting securities; Diversification strategies; Measuring Portfolio Performance)
	3.10 Determine the existing insurance coverage	3.10.1 Mortgage insurance 3.10.2 Creditor insurance 3.10.3 Risk management 3.10.4 Life Insurance as a tool to manage risk 3.10.5 Insurance contracts 3.10.6 Types of insurance
	3.11 Identify future financial obligations	3.11.1 Fundamentals of financial math 3.11.2 Borrowing and Mortgages 3.11.3 Retirement Savings and Income Plans 3.11.4 Registered pension plans and Government pension programs 3.11.5 Wills and Powers of Attorney 3.11.6 Risk management and Life insurance 3.11.7 Determining your client's goals



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Core Competency	Sub-competency	Required Knowledge and Skills
	3.12 Identify the taxable nature of assets and liabilities	<ul style="list-style-type: none">3.12.1 Non-registered investments3.12.2 RESPs and CESGs3.12.3 TFSAs3.12.4 RRSPs, RRIFs and RPPs3.12.5 Life insurance3.12.6 Tax planning3.12.7 Tax system and insurance products3.12.8 Tax and retirement planning (tax shelters in oil and gas, limited partnerships; principal residence; personal-use property)
	3.13 Identify current, deferred and future tax liabilities	<ul style="list-style-type: none">3.13.1 The Canadian Tax System3.13.2 Personal Income Tax Returns3.13.3 Types of Income Tax deductions and tax credits3.13.4 Tax planning (Income deferral and income spreading; tax shelters; charitable donations; registered savings plans)3.13.5 Tax systems and insurance products3.13.6 Passing on the Estate3.13.7 Financial Planning for Small Business



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Core Competency	Sub-competency	Required Knowledge and Skills
	3.14 Identify parties relevant to the client's tax situation	3.14.1 The Canadian Tax System
		3.14.2 Personal Income Tax Returns
		3.14.3 Types of Income Tax deductions and tax credits
		3.14.4 Powers of Attorney
		3.14.5 Tax planning (charitable donations; registered savings plans; income splitting and spreading)
		3.14.6 Basics of Marriage, Separation and Divorce
		3.14.7 Marriage breakdown implications
		3.14.8 Passing on the Estate
	3.15 Identify potential sources of retirement income	3.15.1 Retirement planning
3.15.2 Retirement planning process		
3.15.3 Government pension programs		
3.15.4 Employer-Sponsored registered retirement plans (RPPs)		
3.15.5 Registered Retirement Savings Plans (RRSPs)		
3.15.6 Retirement Income Products (RRIF, RPP, LIF, LRIF, Deferred Profit-Sharing Plan, Defined Contribution Plan, Defined Benefit Plan, CPP/QPP, OAS, GIS)		
3.16 Estimate retirement expenses	3.16.1 Calculating retirement needs	
	3.16.2 Retirement planning process	



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Core Competency	Sub-competency	Required Knowledge and Skills
4. Formulate financial planning strategies and recommendations	4.1 Assess the impact of potential changes in income and expenses	4.1.1 Components of Personal Financial Statements
		4.1.2 Fundamentals of Financial Math
		4.1.3 Analyzing data and information
		4.1.4 Helping your client budget
		4.1.5 Financial planning and mortgages
	4.2 Identify the conflicting demands on cash flow	4.2.1 Components of Personal Financial Statements
		4.2.2 Fundamentals of Financial Math
		4.2.3 Analyzing data and information
		4.2.4 Helping your client budget
4.2.5 Borrowing and mortgages		
4.2.6 Net worth and cash management planning		
4.2.7 Debt planning		
4.3 Identify the conflicting demands on cash flow	4.3.1 Components of Personal Financial Statements	
	4.3.2 Helping your client budget	
	4.3.3 Borrowing and mortgages	
	4.3.4 Net worth and cash management planning	
	4.3.5 Debt planning	



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Core Competency	Sub-competency	Required Knowledge and Skills	
	4.4 Identify the conflicting demands on cash flow	4.4.1 Investments (the risk characteristics of stocks, bonds and different types of mutual funds, real estate and tax shelters)	
		4.4.2 Investment management	
		4.4.3 Constructing investment portfolios (risk and return calculations for portfolios; beta; Capital Asset Pricing Model – CAPM; risk-adjusted performance measures – Treynor/Sharpe/Jensen)	
	4.5 Calculate if current investments correspond to the expected rate of return		4.5.1 Micro and macroeconomic influences on financial services
			4.5.2 Fundamentals of financial math (Time Value of Money; annuity calculations)
			4.5.3 Investments (risk and return calculations for portfolios; beta; Capital Asset Pricing Model – CAPM; risk-adjusted performance measures – Treynor/Sharpe/Jensen)
			4.5.4 Investment management (asset allocation; risk and return of a portfolio)
			4.5.5 Tax planning (tax implications of asset allocation and diversification)
			4.5.6 Constructing investment portfolios
4.6 Calculate the required rate of return to reach financial objectives		4.6.1 Micro and macroeconomic influences on financial services	
		4.6.2 Fundamentals of financial math	
		4.6.3 Investments (risk and return calculations for a portfolio; CAPM)	
		4.6.4 Investment management (asset allocation and diversification; Modern Portfolio Theory)	
		4.6.5 Constructing investment portfolios	



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	4.7 Align investment return expectations with tolerance to risk	4.7.1 Micro and macroeconomic influences on financial services
		4.7.2 Fundamentals of financial math (Time Value of Money; annuity calculations)
		4.7.3 Net worth and cash management planning
		4.7.4 Tax system and insurance products
		4.7.5 Constructing investment portfolios
	4.8 Identify potential risk management vehicles and determine the impact	4.8.1 Risk management and life insurance
		4.8.2 Using life insurance to manage risk
		4.8.3 Insurance contracts
		4.8.4 Types of insurance (life, disability, critical illness, general insurance)
4.8.5 General insurance		
4.8.6 Tax system and insurance products		
4.9 Evaluate existing tax strategies	4.9.1 Taxes (taxation of different types of income; income splitting and spreading; registered plans)	
	4.9.2 Tax planning	
	4.9.3 Tax system and insurance products (tax treatment of a life insurance policy; life insurance as an investment and segregated fund product; life insurance as a RRSP; how to calculate tax on life insurance; exempt and non-exempt policies; tax on group benefits; transfer of life insurance)	



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	4.10 Identify potential tax strategies to meet objectives	4.10.1 Taxes (taxation of different types of income)
		4.10.2 Tax planning (taxation of different types of income; income splitting and spreading; registered plans)
		4.10.3 Financial planning for small business
		4.10.4 Tax system and insurance products
	4.11 Assess financial impact of tax planning alternatives	4.11.1 Taxes (taxation of different types of income – from employment, business, investments, rental property)
		4.11.2 Tax planning
	4.12 Create financial projections based on current position at retirement date	4.12.1 Components of Personal Financial Statements
		4.12.2 Fundamentals of financial math
		4.12.3 Retirement
		4.12.4 Retirement planning process
		4.12.5 Government pension programs
		4.12.6 Employer-Sponsored registered retirement plans (RPPs)
		4.12.7 Registered Retirement Savings Plans (RRSPs)
4.12.8 Retirement Income Products		
4.13 Create new financial projections based on changed assumptions	4.13.1 Components of Personal Financial Statements	
	4.13.2 Fundamentals of financial math	



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	4.14 Identify trade-offs necessary to meet retirement objectives	4.14.1 Retirement (when to retire; where to retire; registered pension plans versus registered savings plans – PA and PAR) 4.14.2 Retirement planning process 4.14.3 Government pension programs 4.14.4 Employer-Sponsored registered retirement plans (RPPs) 4.14.5 Registered Retirement Savings Plans (RRSPs) 4.14.6 Retirement Income Products
	4.15 Project Net Worth At Death	4.15.1 Components of Personal Financial Statements 4.15.2 Fundamentals of financial math 4.15.3 Wills 4.15.4 Passing on the Estate
	4.16 Determine the specific needs of survivors	4.16.1 Wills and Power of Attorney 4.16.2 Passing on the Estate 4.16.3 Trusts 4.16.4 Power of Attorney
	4.17 Assess the liquidity of the estate at death	4.17.1 Wills and Power of Attorney 4.17.2 Risk management and life insurance 4.17.3 Passing on the Estate 4.17.4 Financial planning for small business



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Core Competency	Sub-competency	Required Knowledge and Skills
5. Prepares financial planning recommendations	5.1 Design and evaluate debt management strategies to meet objectives	5.1.1 Components of Personal Financial Statements
		5.1.2 Fundamentals of financial math
		5.1.3 Borrowing and mortgages
		5.1.4 Debt planning
		5.1.5 Financial planning and mortgages
		5.1.6 Getting to know the client
	5.2 Design and evaluate asset management strategies to meet objectives	5.2.1 Components of Personal Financial Statements
		5.2.2 Fundamentals of financial math
		5.2.3 Investment management
	5.3 Design and evaluate risk management strategies to meet objectives	5.3.1 Risk management and life insurance
		5.3.2 Using life insurance to manage risk
		5.3.3 Insurance contracts
5.3.4 Types of insurance		
5.3.5 General insurance		
5.3.6 Tax system and insurance products		
5.4 Design and evaluate tax management strategies to meet objectives	5.4.1 Taxes (taxation of different types of income; income splitting and spreading)	
	5.4.2 Investments (taxation of different types income; asset allocation; risk and return calculations for a portfolio)	



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	5.5 Design and evaluate retirement planning strategies to meet objectives	5.5.1 Retirement (the use of registered plans – both registered savings and registered pension plans) 5.5.2 Retirement planning process 5.5.3 Government pension programs 5.5.4 Employer-Sponsored registered retirement plans (RPPs) 5.5.5 Registered Retirement Savings Plans (RRSPs) 5.5.6 Retirement Income Products
	5.6 Design and evaluate estate planning strategies to meet objectives	5.6.1 Wills (How they work; different types; limitations; revocation; guardians and executors; probate; intestacy) 5.6.2 Powers of Attorney 5.6.3 Passing on the Estate 5.6.4 Trusts (uses of trusts; types of trusts – testamentary versus inter-vivos; roles of the settler, trustee and the beneficiary; taxation of trusts)
	5.7 Align the recommendations with current legal requirements	5.7.1 Using “Know Your Client” to manages risks 5.7.2 Recognize unusual business activities 5.7.3 Regulatory regimes and their role with you and your client 5.7.4 Basics of marriage, separation and divorce 5.7.5 Marriage breakdown implications 5.7.6 Business law 5.7.7 Mutual fund regulations



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	5.8 Align the recommendations with current compliance requirements	5.8.1 Using “Know Your Client” to manages risks 5.8.2 Recognize unusual business activities 5.8.3 Regulatory regimes and their role with you and your client 5.8.4 Financial planning in Canada 5.8.5 The role of the mutual fund representative 5.8.6 Mutual fund regulations
	5.9 Align the recommendations with current tax regulations	5.9.1 Taxes (tax rules; taxation of different types of income) 5.9.2 Tax planning (taxation of different types of income; income splitting and spreading; use of registered plans)
	5.10 Consult when appropriate with financial services experts to finalize recommendations	5.10.1 Building internal relationships 5.10.2 Advising in the financial services industry 5.10.3 Steps in the financial planning process 5.10.4 Financial Planning in Canada 5.10.5 The personal financial planning process
6. Finalize the financial plan with the client	6.1 Assemble the recommendations into a comprehensive financial plan	6.1.1 The personal financial planning process (determine the client’s financial situation; list the client’s goals for the future; outline steps to achieve the goals; make sure all pertinent aspects are covered – cash management, investments, risk management, taxes, retirement and estate planning)



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	6.2 Summarize the overall objectives of the financial plan	6.2.1 The personal financial planning process (make sure the client understands the plan is a roadmap to accomplishing what he/she said were his/her goals, based on his/her current and anticipated future income, assets and liabilities, as well as his/her anticipated final wishes; Communicating with your client)
	6.3 Present openly and honestly all the facts, risks and alternative courses of action	6.3.1 Ethics in the Financial Services Industry 6.3.2 The Importance of Ethics to an Organization 6.3.3 Ethical Dilemmas When Working With Your Client 6.3.4 The personal financial planning process
	6.4 Present to the client the debt management recommendations	6.4.1 Helping your client budget 6.4.2 Borrowing and mortgages 6.4.3 Debt planning
	6.5 Present to the client the asset management recommendations	6.5.1 Investment management (the trade-off between risk and return; asset allocation; diversification)
	6.6 Present to the client the risk management recommendations	6.6.1 Using life insurance to manage risk 6.6.2 Insurance contracts 6.6.3 Types of insurance 6.6.4 General insurance 6.6.5 Tax system and insurance products



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Core Competency	Sub-competency	Required Knowledge and Skills
	6.7 Present to the client the tax management recommendations	6.7.1 Tax planning (impact of different tax rates for different types of income; income splitting and spreading; income deferral) 6.7.2 Tax system and insurance products 6.7.3 Financial planning for small business
	6.8 Present to the client the retirement planning recommendations	6.8.1 Retirement planning process 6.8.2 Government pension programs 6.8.3 Employer-Sponsored registered retirement plans (RPPs) 6.8.4 Registered Retirement Savings Plans (RRSPs) 6.8.5 Business law 6.8.6 Financial planning for small business
	6.9 Present to the client risk the estate planning recommendations	6.9.1 Passing on the Estate 6.9.2 Trusts 6.9.3 Powers of Attorney 6.9.4 Basics of marriage, separation and divorce 6.9.5 Marriage breakdown implications 6.9.6 Financial planning for small business
	6.10 Obtain client feedback to the financial plan's recommendations	6.10.1 The personal financial planning process



PFP® PROFESSIONAL COMPETENCY PROFILE



Develop and Recommend a comprehensive financial plan based on the client's best interests.

Core Competency	Sub-competency	Required Knowledge and Skills
	6.11 Integrate client feedback into the final version of the financial plan	6.11.1 The personal financial planning process (Communicating with your client)
	6.12 Review the final version of the financial plan with the client	6.12.1 The personal financial planning process (Communicating with your client; Conducting a Client Interview; Adapting your approach to different clients)
	6.13 Obtain approval of the final version of the financial plan from the client	6.13.1 The personal financial planning process (Communicating with your client; Conducting a Client Interview; Adapting your approach to different clients)
7. Implement the financial planning solutions	7.1 Prioritize with the client the recommendations to be implemented	7.1.1 The personal financial planning process (Communicating with your client; Conducting a Client Interview; Adapting your approach to different clients)
	7.2 Establish next steps to implement debt, asset, risk, tax and estate management recommendations	7.2.1 The personal financial planning process (Communicating with your client; Conducting a Client Interview; Adapting your approach to different clients)
	7.3 Present to the client the most suitable financial products and services	7.3.1 Creating value for the client 7.3.2 Selling with a needs-based approach 7.3.3 Selling additional solutions to meet your clients' financial goals 7.3.4 The personal financial planning process 7.3.5 The modern mutual fund 7.3.6 Conservative mutual fund products 7.3.7 Riskier mutual fund products 7.3.8 Alternative managed products 7.3.9 Know Your Client rule in practice



PFP® PROFESSIONAL COMPETENCY PROFILE



Develop and Recommend a comprehensive financial plan based on the client's best interests.

Core Competency	Sub-competency	Required Knowledge and Skills
	7.4 Evaluate with the client the risks and returns of each of these financial products and services	7.4.1 The personal financial planning process
		7.4.2 The modern mutual fund
		7.4.3 Conservative mutual fund products
		7.4.4 Riskier mutual fund products
		7.4.5 Alternative managed products
		7.4.6 Know Your Client rule in practice
	7.5 Select with the client specific financial products and services	7.5.1 Creating value for the client
		7.5.2 Selling with a needs-based approach
		7.5.3 Selling additional solutions to meet your clients' financial goals
		7.5.4 Selecting a mutual fund
	7.6 Apply best practices to ensure that recommendations are implemented in a timely manner	7.6.1 Ethics in the Financial Services Industry
		7.6.2 The Importance of Ethics to an Organization
7.6.3 Ethical Dilemmas When Working With Your Client		
7.6.4 Using "Know Your Client" to manage risks		
7.6.5 Ethics and the mutual fund representative		
7.7 Co-ordinate as necessary with other financial services professionals	7.7.1 Building internal relationships	
	7.7.2 Advising in the financial services industry	
	7.7.3 Steps in the financial planning process	
	7.7.4 Financial planning in Canada	



PFP® PROFESSIONAL COMPETENCY PROFILE



Develop and Recommend a comprehensive financial plan based on the client's best interests.

Core Competency	Sub-competency	Required Knowledge and Skills
8. Monitor the results of the financial plan	8.1 Respond to client requests for modifications to the financial plan	8.1.1 Steps in the financial planning process (Communicating with your client; Conducting a Client Interview; Adapting your approach to different clients) 8.1.2 Financial planning in Canada
	8.2 Evaluate differences between the expected results of the financial plan and the actual outcomes	8.2.1 Performance evaluations for financial professionals; communicating with your client
	8.3 Identify any major changes in the client's personal circumstances: birth, death, old age, illness, divorce, retirement, unemployment, etc	8.3.1 Performance evaluations for financial professionals; communicating with your client; conducting a client interview
	8.4 Identify any major changes in the client's financial objectives	8.4.1 Performance evaluations for financial professionals; communicating with your client; conducting a client interview
	8.5 Evaluate the tax codes and legislation to ensure that all financial planning recommendations are up to date, relevant, and compliant	8.5.1 Performance evaluations for financial professionals; communicating with your client; conducting a client interview



PFP® PROFESSIONAL COMPETENCY PROFILE



Develop and Recommend a comprehensive financial plan based on the client's best interests.

Core Competency	Sub-competency	Required Knowledge and Skills
	8.6 Periodically reviews legal, compliance and tax regulations for changes that impact a client's financial situation	8.6.1 Using "Know Your Client" to manage risks 8.6.2 Recognize unusual business activities 8.6.3 Regulatory regimes and their role with you and your client 8.6.4 Financial planning in Canada 8.6.5 The financial planning process
9. Update the financial plan as required	9.1 Establish a regular follow up process to review client files and plans	9.1.1 Conduct a client interview 9.1.2 Performance evaluations for financial professionals 9.1.3 Building your business through referrals 9.1.4 Financial planning in Canada 9.1.5 The financial planning process
	9.2 Assess the impact of any major changes in the client's personal circumstances	9.2.1 Performance evaluations for financial professionals 9.2.2 Identifying Additional Solutions to Meet Your Clients' Financial Goals 9.2.3 Impact of job change or income changes on initial financial plan
	9.3 Assess the impact of any major changes in the client's financial goals	9.3.1 The financial planning process 9.3.2 Identifying Additional Solutions to Meet Your Clients' Financial Goals
	9.4 Adjust the financial plan according to the client's new lifestyle needs	9.4.1 The financial planning process 9.4.2 Identifying Additional Solutions to Meet Your Clients' Financial Goals



PFP® PROFESSIONAL COMPETENCY PROFILE



Develop and Recommend a comprehensive financial plan based on the client's best interests.

Core Competency	Sub-competency	Required Knowledge and Skills
	9.5 Adjust the financial plan according to the client's new financial goals	9.5.1 The financial planning process 9.5.2 Identifying Additional Solutions to Meet Your Clients' Financial Goals
	9.6 Adjust the financial plan according to changes in legislation	9.6.1 The financial planning process 9.6.2 Ethics in the Financial Services Industry 9.6.3 The Importance of Ethics to an Organization 9.6.4 Ethical Dilemmas When Working With Your Client 9.6.5 Using "Know Your Client" to manage risks 9.6.6 Recognize Unusual Business Activities 9.6.7 Regulatory Regimes and Their Role With You and Your Client
	9.7 Adjust the financial plan according to changes in compliance requirements	9.7.1 The financial planning process 9.7.2 Ethics in the Financial Services Industry 9.7.3 The Importance of Ethics to an Organization 9.7.4 Ethical Dilemmas When Working With Your Client 9.7.5 Using "Know Your Client" to manage risks 9.7.6 Recognize Unusual Business Activities 9.7.7 Regulatory Regimes and Their Role With You and Your Client



PFP® PROFESSIONAL COMPETENCY PROFILE



Develop and Recommend a comprehensive financial plan based on the client's best interests.

Core Competency	Sub-competency	Required Knowledge and Skills
	9.8 Adjust the financial plan according to changes in tax regulations	9.8.1 The financial planning process 9.8.2 Tax planning (changes to the tax rates for different types of income; changes in the rules for registered plans, income splitting, income spreading and tax sheltering) 9.8.3 Tax system and insurance products