2010 Personal Financial Specialist (PFS) Program

Who…… Potential candidates include **first year staff through more senior level** people that have a fundamental understanding of the various areas of financial planning.

What…… ***2010 PFS Exam*** – 6½ hour multiple choice exam
PFS Exam Review Course – exam preparation material including 32.5 hrs of CPE that was developed in partnership with Keir Educational Resources and The American College.

Where…… ***PFS Exam*** - administered at about 300 test centers nationwide.
PFS Exam Review Course - a self-study text-based course.

When…… ***PFS Exam*** - register now to take the exam anytime between 11/1 and 12/17/2010.
PFS Exam Review Course - purchase now to complete 32.5 hours of CPE plus additional study time (depends on previous knowledge) before taking the 2010 PFS Exam.

Why…… To enhance the education of your PFP professionals in an expeditious and cost effective manner from a trusted source, but most importantly:

> ***All financial planners are not created equal. A PFS is more than a financial planner – he or she is a CPA with the powerful combination of extensive tax experience and comprehensive knowledge of financial planning. This knowledge is critical to obtaining the most valuable, objective advice possible.***
>
> ***All areas of personal financial planning – including estate, retirement, investments, and insurance – have tax implications, and the PFS professional has the experience, ethics and expertise to get the job done right.***

How Much…… ***PFS Exam*** - $400 for AICPA members and $300 for PFP Section members.
PFS Exam Review Course - $500 for AICPA members and $425 for Tax Section members and $375 for PFP Section members.

The ACPAFP has funded a $400 sponsorship for PFP Section members that anticipate qualifying for the credential by June 2011.

10% discount to purchase both exam and exam review course at the same time.

Bottom line net cost for PFP Section members:
$207.50 to get 32.5 hrs CPE and prep for and take the 2010 PFS Exam

AICPA members can become a PFP Section member for just $200, bringing their total investment to $407.50 to enjoy all section benefits, receive CPE and take the exam.

More Info…… www.aicpa.org/pfp/PFS or email financialplanning@aicpa.org

What is the **PFS Credential?**

All financial planners are not created equal. The AICPA's **Personal Financial Specialist (PFS) Credential** is granted exclusively to CPAs with the powerful combination of extensive tax expertise and comprehensive knowledge of financial planning. This knowledge is critical for obtaining the most valuable, objective advice possible. All areas of personal financial planning – including estate, retirement, investments and insurance – have tax implications, and only PFS professionals have the experience, ethics and expertise to get the job done right.

Qualifications for the PFS Credential

EDUCATION:

At least 80 hours of financial planning education in the last five years.

EXPERIENCE:

At least 3000 hours of financial planning experience in the last five years.
This can include up to 1000 hours of tax compliance experience.

EXAMINATION:

Successful passing of one of the following exams:

- Personal Financial Specialist (PFS) exam
- Certified Financial Planner (CFP) exam
- Chartered Financial Consultant (ChFC) exams

The following exams qualify until December 31, 2010:

- Chartered Financial Analyst (CFA) exam
- FINRA Series 7, 65, or 66 exams

Time sensitive questions

Do you hold a Series 7, 65, or 66 licenses or the CFA designation?

… Apply for PFS before 12/31/2010!

Have you considered the 2010 PFS Exam in November and December?

… Obtain your PFS Exam Review Course to prepare today!

CPA PFS℠
Personal Financial Specialist

PFS Exam and Exam Review Course Pricing

		Exam Review Course	2010 PFS Exam	Total Cost
1	Non-members	$ 625.00	$ 500.00	$ 1,125.00
	AICPA members	$ 500.00	$ 400.00	$ 900.00
	Tax Section members	$ 425.00	$ 400.00	$ 825.00
	PFP Section members	$ 375.00	$ 300.00	$ 675.00

2	Discount if both Exam and Exam Review are purchased together in the same order	10% off total price

3	PFS Exam Sponsorship - must be a PFP Section member - must expect to meet other credential requirements by June 2011	purchase review	purchase exam	reimbursement of $400

What does this mean for an AICPA member or a Tax Section member?

Join the PFP Section	$	200.00
Then purchase both Exam Review and Exam together with 10% discount	$	607.50
If qualified for the PFS Exam Sponsorship (reimbursement after exam)	$	(400.00)
Net outlay to receive all PFP Section benefits, 32.5 hrs CPE & take the PFS Exam	**$**	**407.50**

Once a section member, the additional first year cost to become a PFS is:	$	150.00
(ongoing annual fee of $350 includes both the use of credential & all section benefits)		

Note the financial benefits of joining the PFP Section now:

- immediate $225 discount on PFS Exam and Exam Review	$	(225.00)
- potentially qualify for $400 PFS Exam Sponsorship reimbursement	$	(400.00)
(and this does not count the savings on future conferences and CPE)	**$**	**(625.00)**

What does this mean for a current PFP Section member?

Purchase both Exam Review and Exam together with 10% discount	$	607.50
If qualified for the PFS Exam Sponsorship (reimbursement after exam)	$	(400.00)
Net outlay to receive 32.5 hrs CPE and take the PFS exam	**$**	**207.50**