

THE VALUE OF FINANCIAL PLANNING



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HONG KONG CONSUMERS ARE CHALLENGED BY THEIR FINANCES



ONLY 20%

of consumers feel they are **very knowledgeable** about **financial matters**



ONLY 19%

of consumers are **very confident** they will **achieve** their **financial goals**



ONLY 17%

of consumers are **very successful** at **sticking** to their **financial strategies**



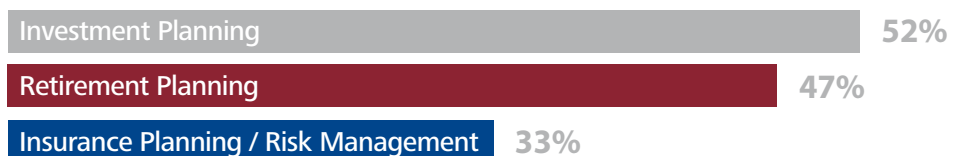
AND 46%

of consumers think they **don't even need a financial plan**

WHAT HONG KONG CONSUMERS ARE FOCUSED ON

1. OWNING A HOME
2. PLANNING FOR RETIREMENT
3. BEING PREPARED FOR AN EMERGENCY
4. MANAGING THEIR OWN FINANCES
5. MANAGING INVESTMENTS

WHAT SERVICES HONG KONG CONSUMERS WOULD SEEK FROM A PROFESSIONAL ADVISER



TRUST IS IMPORTANT, BUT MOST DON'T KNOW WHOM TO TRUST

- 56% of Hong Kong consumers **rate trustworthiness as a very important consideration when selecting a financial professional**
- 66% of Hong Kong consumers **don't know whom to trust**

A CFP^{CM} PROFESSIONAL PUTS CONSUMERS IN CONTROL



WORK WITH A CFP PROFESSIONAL

- Hong Kong consumers are generally aware of CFP Certification (50% vs 32% at global level), their awareness level ranks the second in the world, and has risen three times compared with ten years ago
- 45% of Hong Kong consumers working with a CFP professional strongly agree that they are confident in achieving their financial and life goals, compared to 27% of those working with any financial advisers and 10% of those without working with a financial adviser
- Hong Kong consumers say CFP professionals spend more time with them than other financial professionals in a year (340 minutes vs 104 minutes)

HONG KONG CLIENTS RATE THEIR CFP PROFESSIONAL HIGHLY ON

1. ATTENTIVENESS
2. PLACING CLIENT INTERESTS FIRST
3. HELPING THEM MAKE ACTIONABLE PLANS
4. BEING UPFRONT AND TRANSPARENT
5. HONESTY AND INTEGRITY

The IFPHK participated in the FPSB global research and 1,005 Hong Kong people were interviewed by GfK during June and July 2015. The FPSB global survey interviewed 19,092 consumers in 19 territories.

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