



## Backgrounder:

### Professional Financial Advisor (PFA™) Designation

The Professional Financial Advisor (PFA) designation is the new benchmark credential for financial advisors – distinguishing true professionals with the knowledge and skills to help Canadians achieve their financial goals.

The PFA designation is conferred in Canada exclusively by The Institute for Advanced Financial Education (“The Institute™”). The PFA program is delivered by Advocis, the largest voluntary professional membership association of financial advisors in Canada, building on decades of delivering high-quality designation, certification and continuing education programs.

With practice-based training designed for the real-world business environment, the four-semester PFA program focuses on practice development, technical knowledge, and compliance and ethics to help newer advisors get a successful head start, while empowering existing advisors to fine-tune the primary building blocks of their business.

Helping advisors take their careers further and in new directions, the PFA program is the foundation to progress to more advanced and specialized qualifications. PFA designation holders receive advanced standing for nine of the 12 core curriculum modules within the Advocis Core Curriculum Program for QAFP™ and CFP® Certification, and the CLU® designation program.

To be eligible for admission, applicants are required to hold initial industry licensing, such as MFDA, IIROC or Life License Qualification Program (LLQP).

Created with working professionals in mind, the focused PFA curriculum enables program completion and business-readiness in 24 months, while balancing the responsibilities of full-time work.

#### PFA Program Overview

Semester	Spring 2020 Session	Fall 2020 Session
Semester 1 – Business Elements	1 April 2020	1 October 2020
Semester 2 – Client Engagement & Discovery	1 October 2020	1 April 2021
Semester 3 – Building Client Value	1 April 2021	1 October 2021
Semester 4 – Fine Tuning Your Practice & The Value of Advice	1 October 2021	1 April 2022
Final Comprehensive Exam	30 April 2022	30 October 2022

For more information about the PFA, please visit: [Advocis.ca/PFA](https://Advocis.ca/PFA)