



February 14, 2018

Representative Mike Foote, Chair
Representative Susan Lontine, Vice Chair
Colorado General Assembly
House State, Veterans, and Military Affairs Committee
200 E. Colfax Avenue
Denver, CO 80203

RE: HB18-1111, Concerning the board of trustees of the public employees' retirement association

Members of the House State, Veterans, and Military Affairs Committee:

The Financial Planning Coalition (Coalition),¹ which is comprised of the Certified Financial Planner Board of Standards (CFP Board), Financial Planning Association® (FPA®) and National Association of Personal Financial Advisors (NAPFA), appreciates the opportunity to comment on HB18-1111. CFP Board is a non-profit certification and standard-setting organization, which sets competency and ethical standards for over 76,000 CERTIFIED FINANCIAL PLANNER™ professionals throughout the country.² FPA® is the largest membership organization for CFP® professionals and those who support the financial planning process in the U.S. with over 23,000 members nationwide.³ NAPFA is the nation's leading organization of fee-only comprehensive financial planning professionals with more than 2,500 members.⁴

The Coalition supports adding a CFP® professional to the Board of Trustees of the Public Employee's Retirement Association (PERA) as required in HR 18-1111. The Coalition recommends amending the proposed provision appearing in HB18-1111 on page 7, lines 7-9 to read as follows: *One professional with ten years of experience and competency in financial planning and who holds the CFP® certification from the Certified Financial Planner Board of Standards.* Because of the rigorous requirements to become a CFP® certificant combined with an obligation to provide financial planning services under a fiduciary standard of conduct, we believe a CFP® professional is uniquely qualified to serve on the Board of Trustees of the PERA.

¹ The Coalition is a collaboration of the leading national organizations representing the development and advancement of the financial planning profession. Together, the Coalition seeks to educate policymakers about the financial planning profession, to advocate for policy measures that ensure financial planning services are delivered with fiduciary accountability, and to enable the public to identify trustworthy financial planners.

² CFP Board's mission is to benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for the delivery of competent and ethical personal financial planning services. CFP® professionals voluntarily agree to comply with CFP Board's rigorous standards including education, examination, experience and ethics and subject themselves to disciplinary oversight of CFP Board.

³ With a national network of 91 chapters and state councils, FPA® represents tens of thousands of financial planners, educators and allied professionals involved in all facets of providing financial planning services. FPA® works in alliance with academic leaders, legislative and regulatory bodies, financial services firms and consumer interest organizations to represent its members.

⁴ NAPFA members adhere to some of the highest standards in the profession and annually each advisor must sign and renew a Fiduciary Oath and subscribe to the Association's Code of Ethics. NAPFA-affiliated advisors are committed to the organization's core values of competency, commitment to holistic financial planning, compensation under a model that facilitates objective advice, client-centered standard of care, complete disclosure of potential conflicts of interest and explanation of fees.

The CFP® certification requires substantial educational and professional experience, a rigorous exam designed to test for competencies in financial planning, continuing education which meets the CFP Board's requirements, and high professional and ethical standards enforced through a disciplinary process with publicly available sanctions, including documented revocation of the CFP® certification. CFP® professionals are obligated to provide financial planning services under a fiduciary standard of conduct.

It is also important to note that CFP Board is accredited by the National Commission for Certifying Agencies (NCCA). The NCCA standards require demonstration of a valid and reliable process for development, implementation, maintenance, and governance of certification programs. The CFP® certification is one of only six financial services designations accredited by NCCA.

By specifically designating a position on the PERA Board of Trustees for a CFP®, you can be confident that the individual will be an experienced, well-trained, competent and ethical financial planner.

The Coalition appreciates the opportunity to comment on HB18-1111. We would be happy to meet with House State, Veterans, and Military Affairs Committee members to discuss this important issue further. If you have any questions regarding this letter or the Coalition, please contact Josephine Colacci, Public Policy Counsel, FPA, at 303-759-4900 or jcolacci@onefpa.org.

Sincerely,



Kevin R. Keller, CAE
Chief Executive Officer
CFP Board



Lauren Schadle, CAE
Executive Director/CEO
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Geoffrey Brown, CAE
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NAPFA