



CFP Board earns ASAE “Power of Association” Gold Award for The Psychology of Financial Planning.

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CFP Board has earned a prestigious ASAE “Power of Association” Gold Award for The Psychology of Financial Planning.

I'm proud to share that CFP Board has earned a prestigious ASAE “Power of Association” Gold Award for The Psychology of Financial Planning.

ASAE's Power of Associations Awards recognize associations' economic and societal contributions locally, nationally and globally. The Psychology of Financial Planning exemplifies CFP Board's role in driving forward a client-first approach to financial planning that ultimately advances the profession.

Thank you for the critical role you played in the development of this pioneering resource. Because of your contribution, financial planners have a powerful new tool to help millions of Americans achieve financial well-being.

Best regards,
Kevin

KEVIN R. KELLER, CAE
CHIEF EXECUTIVE OFFICER
CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.

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By **Neal Van Zutphen**, posted on 9/15/2023 for news from 9/15/2023

Neal Co-Authored chapter two of this award winning new text book. This subject matter of the book is now a part of the required course of study for CFP® candidates.

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