

CAPITALIZING ON CONTINUING EDUCATION

Ever wonder how financial advisors view wholesalers that offer continuing education? Here's a look at the results of our 2020 Financial Advisor survey.

What category below includes your age?

9%

21 - 29

13%

30 - 39

15%

40 - 49

31%

50 - 59

32%

60 +

63%

of advisors surveyed indicated that their age was 50 or older

“ THE AVERAGE AGE OF A FINANCIAL ADVISOR IS 55 ”

Which of the following best describes the type of firm you EITHER OWN OR WORK FOR?



25%

Financial Planning



22%

Insurance



22%

Investment Advisor



21%

Securities Broker/Dealer



5%

Accounting



2%

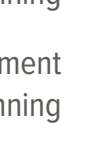
Bank/Trust Company



1%

Investment Company/Mutual Fund/Other

What continuing education is REQUIRED OF YOU?



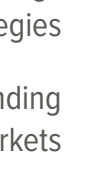
91%

Life/Health



36%

LTC



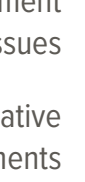
15%

Property/Casualty



22%

CFP



8%

CE(CPA)



1%

CIMA/CPWA



4%

PRP(CLU/ChFC)



1%

CEBS



3%

EA



1%

NAPA



15%

Other

Which areas of study are you most interested IN RECEIVING TRAINING ON?

Financial Planning

61%

Retirement Income Planning

54%

Estate Planning

52%

Tax Efficiency

50%

Long Term Care Insurance

44%

Wealth Transfer

37%

Ethics

27%

Annuity Training

25%

College Savings Strategies

23%

Understanding The Markets

23%

Asset Allocation

22%

The Economy

21%

Protected Income

18%

Senior Suitability

17%

Universal Life

16%

Longevity

15%

Government Regulatory Issues

14%

Alternative Investments

13%

Identity Theft Prevention

13%

Other

1%

How many wholesaler relationships DO YOU CURRENTLY HAVE?

10%

0



4%

1



4%

2



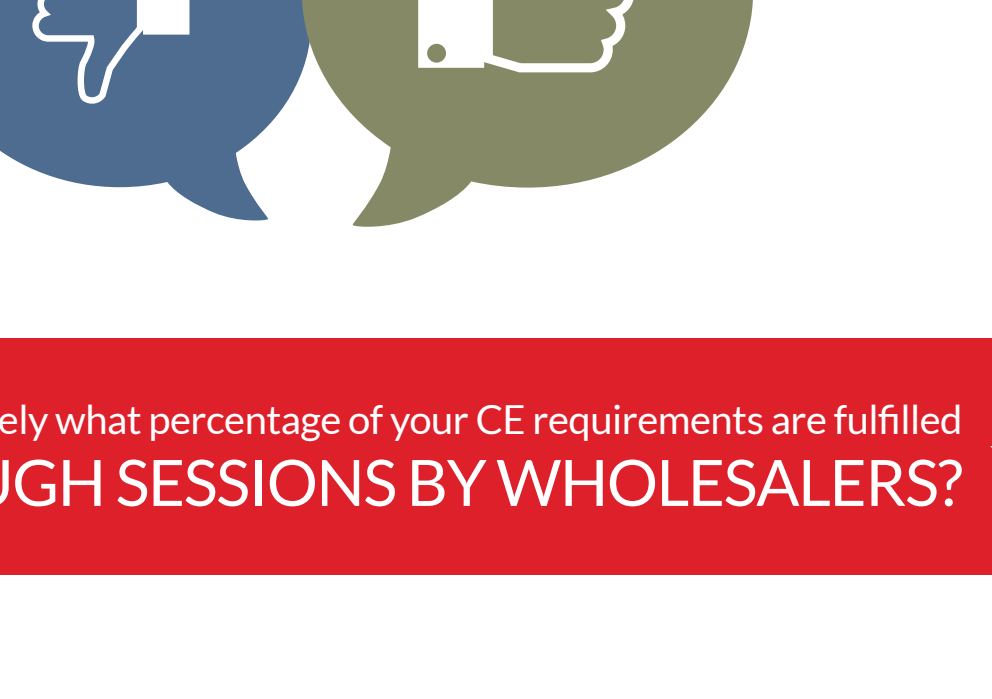
7%

3



75%

4+



How has this changed over the PAST TWO YEARS?

9%

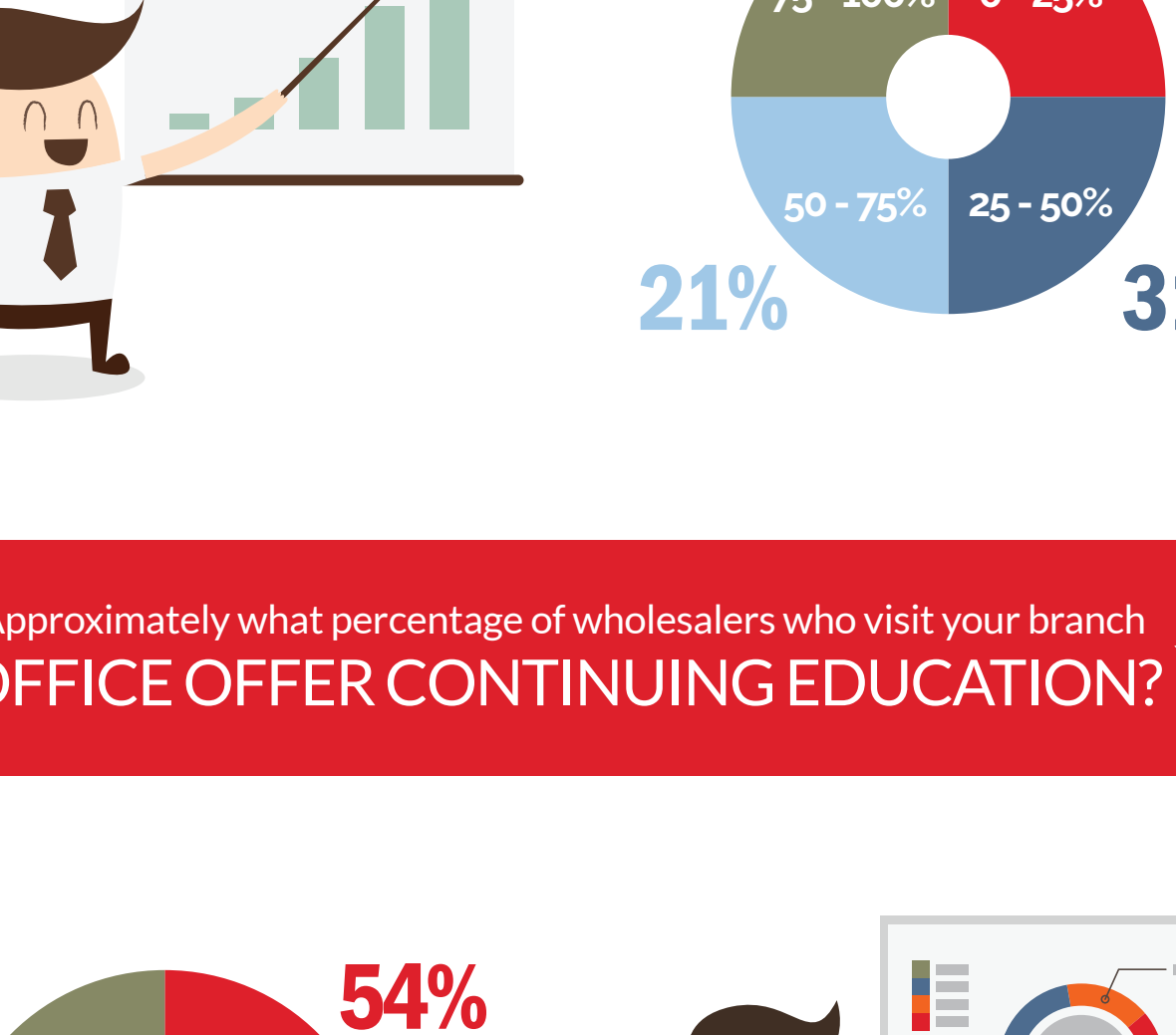
Decreased

28%

Increased

63%

Stayed about the same



Which method of receiving continuing education credit DO YOU PREFER MOST?

46%



Online/Self-Study (electronic)

32%



Live/Instructor-Led (in-person)

17%



Webinar (on-demand)

5%



Correspondence/Super CE

Approximately how often do you attend free wholesaler-led CONTINUING EDUCATION?

29%

Frequently

56%

Occasionally

12%

Rarely

3%

Never



How likely are you to attend a wholesaler-led CE session compared TO A MEETING ABOUT THEIR PRODUCTS?

Very likely

46%

Somewhat likely

42%

Neutral

5%

Somewhat unlikely

4%

Very unlikely

3%

Generally, I view wholesalers that offer CE as being more knowledgeable ABOUT THE PRODUCTS/SERVICES OFFERED

20%

Said no

80%

Said yes

Approximately what percentage of your CE requirements are fulfilled THROUGH SESSIONS BY WHOLESALERS?

8%

75 - 100%

21%

50 - 75%

40%

0 - 25%

31%

25 - 50%

4%

75 - 100%

12%

50 - 75%

54%

0 - 25%

30%

25 - 50%

4%

75 - 100%

12%

50 - 75%

54%

0 - 25%

30%

25 - 50%

4%

75 - 100%

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0 - 25%

30%

25 - 50%

4%

75 - 100%

12%

50 - 75%

54%

0 - 25%

30%

25 - 50%

4%

75 - 100%

12%

50 - 75%

54%

0 - 25%