

# 2024 A LOOK AT THE NICHE STATE OF THE CDFA® PROFESSION

## Introduction

The profession of divorce financial planner is growing rapidly. More people in the financial planning and legal fields are learning about what CDFA® professionals do, and more divorcing individuals are becoming aware of how you can help them. At IDFA®, we want to keep a close eye on our expanding niche, so that we can support and educate CDFA professionals with new programs.

The best way for us to adjust quickly to a profession that grows and changes as quickly as this one does is by listening to our members. This is our sixth annual survey and, as always, we are learning from our professionals.

This survey allows us to see trends as they happen, and we thank all of the CDFA professionals that participated. The more we know, the more we can pass on to you!

## The Results

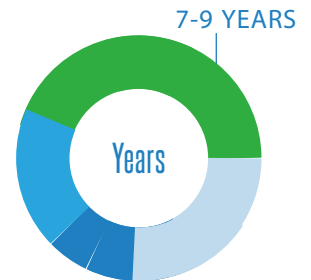
### WHO ARE CDFA PROFESSIONALS?

Let's look at the demographics of our membership:

- The depth of experience within our CDFA certified community is remarkably profound, with a significant portion of our members—**65 percent**—boasting **seven or more years of experience in financial services**. This statistic underscores not only the advanced level of expertise that our professionals bring to their clients but also the commitment to continued development in their field.

#### YEARS AS A CDFA PROFESSIONAL

< 1 Year	0%
1-3 Years	10.75%
4-6 Years	23.66%
<b>7-9 Years</b>	<b>65.59%</b>
10+ Years	46.24%



### WHAT IS THE VALUE OF THE CDFA CERTIFICATION?

- The CDFA certification is not just a testament to financial acumen—it is a catalyst for growth and success. Our members have reported an impressive **average revenue increase of 19%**, underscoring the tangible value that this credential brings to their practices.
- An overwhelming majority, **87%**, **intend to renew their certification**, signifying not just satisfaction but a profound appreciation for the ongoing value they derive. This renewal rate is a testament to the sustained benefits of the certification, resources, expertise, and networking opportunities within our community.

#### WILL YOU BE RENEWING YOUR CDFA DESIGNATION?

<b>Yes</b>	<b>87.23%</b>
No	4.26%
Unsure	8.51%



WILL BE RENEWING

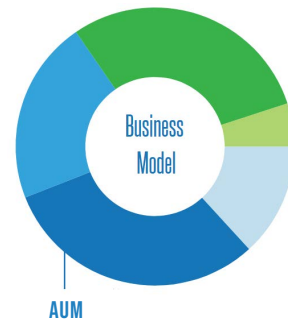
## HOW DOES A CDFA BUSINESS RUN?

The next step was looking at how your fellow CDFA professionals run their businesses. We wanted to examine everything from how extensive a role divorce planning played in their overall business to what and how they charge. Here's what we found:

- Most advisors now use a combination of compensation models, and charging for assets under management continues to increase.
- **31 percent of respondents served five divorce clients or fewer over the past year, and a further 29 percent served more than 20 clients a year.** This points to divorce planning being one component of planners' full portfolio of clients. That said, divorce-only CDFA professionals are out there; 16 percent of respondents served six to ten clients a year.
- A vital piece of information for CDFA professionals is what hourly rate to charge clients. In our survey, **the vast majority of respondents (68%) charge between \$151 and \$200 an hour.**
- Following up on a survey IDFA had done earlier in 2007, we once again asked what clients' indicated was the cause of their divorce. The most common responses were: basic incompatibility with infidelity; money issues; emotional and/or physical abuse; and Parenting Issues/arguments.

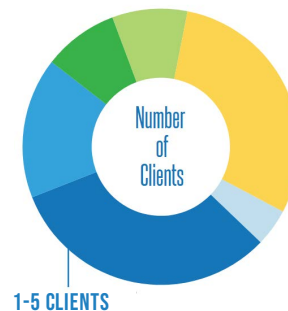
## BUSINESS MODEL

• Commission	23.08%
• <b>AUM</b>	<b>53.85%</b>
• Fee-only	37.36%
• Hourly	51.65%
• Other	8.79%



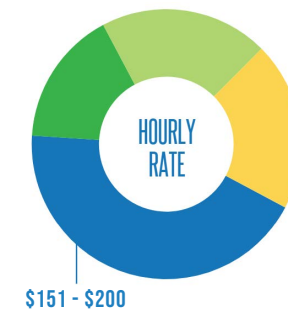
## NUMBER OF DIVORCE CLIENTS THIS YEAR

• None	4.40%
• <b>1-5</b>	<b>31.87%</b>
• 6-10	16.48%
• 11-15	8.79%
• 16-20	8.79%
• 20+	29.67%



## HOURLY RATE

• < \$100	0.00%
• \$100 - \$150	0.0%
• <b>\$151 - \$200</b>	<b>68.08%</b>
• \$201 - 250	25.53%
• \$251 - \$300	31.91%
• \$301+	31.91%



## REASON FOR DIVORCE

• Addiction and/or substance abuse	1.08%
• <b>Basic incompatibility</b>	<b>52.69%</b>
• Emotional and/or physical abuse	12.90%
• Infidelity and/or sexual issues	18.28%
• Money issues	12.90%
• Parenting issues	2.15%



## Conclusion

With the State of the CDFA Profession survey becoming an annual measurement, we look forward to seeing clear trends emerge in the years to come.

If you have any additional questions or comments on the survey, please don't hesitate to contact us at [support@InstituteDFA.com](mailto:support@InstituteDFA.com).