## MyCFP.com

MyCFP is a network of experienced financial professionals that offer confidential advising, concise planning, and easily-understandable options to people seeking various financial objectives.

MyCFP creates an accessible alternative to traditional financial planning whereby customers can be quickly connected with certified financial planners to have their most pressing monetary questions answered. Our team of experienced professionals specializes in providing and explaining the best possible options to our clients in the shortest time frame. Our goal is to alleviate the headache that comes with scheduling a multitude of financial planning sessions to address a singular issue; we want to understand your financial goals and concerns, and help you achieve the best possible results.

## Personas

MyCFP Advisor

Retired Financial Professional or new-hire

New Student Client

Prospective client currently enrolled in university studies

New Retiree Client

Prospective client looking for post-retirement consultation/advising

Comps

Financialadvisor.net

Wiseradvisor.com

Visticawa.com