



FOR IMMEDIATE RELEASE

From June 12-19, BNY Mellon's Pershing held its annual INSITE Conference at the Phoenix Convention Center in Phoenix, Arizona.

Ashton Thomas Private Wealth's Angela Caballero, CFP® MS, was a featured speaker at the conference. Ms. Caballero addressed conference attendees on the subject of "Financial Planning as a Career," a workshop sponsored by the CFP Board. In her presentation, Ms. Caballero highlighted the importance of financial planning in today's busy world. "Financial planning is a collaborative process," she said. "We work together to determine the client's life goals... and then maximize their potential to achieve those goals."

Regarding the future of the professional marks, Ms. Caballero indicated demand remains high for CFP® professionals. "Does it make sense to become a CFP®? Yes" Ms. Caballero maintained. "The need and demand for financial advice has grown significantly within the last 30 to 40 years. This tremendous growth is directly tied to Americans' increasing realization that they need competent, professional advice." She also indicated that, according to the InvestmentNews 2017 Advisor Compensation & Staffing Study, "Median income for CFP® professionals ranges from \$68,000 to \$334,000" per year.

Becoming a CFP® professional is not inexpensive. However, Ms. Caballero made of point of reminding conference participants about the CFP Board's various scholarship programs, particularly for women and minority applicants interested in pursuing the marks.

"91% are very satisfied with their decision to pursue CFP® certification," Ms. Caballero maintained. Not many professional career paths today offer that level of job satisfaction, which may explain why that same number of CFP® professionals - 91% - also recommend pursuit of the marks to their peers in the industry.

About Ashton Thomas

Ashton Thomas Private Wealth is a diversified financial advisory firm committed to a culture of excellence, integrity, and respect in every aspect of its business. Its advisors serve foundations, business entities, and affluent individuals and families through fee-based financial planning and investment portfolio management, retirement plan consulting, and related financial education programs. The firm also strives to remain at the forefront of technological innovation and thought leadership within the financial services industry.

Ashton Thomas currently has offices in Scottsdale and Tucson, Arizona, Draper, Utah, and Las Vegas, Nevada.