

# Why a Master of Financial Planning is Worth It



**UVU** WOODBURY  
SCHOOL OF BUSINESS

**UVU | MFPA<sup>®</sup>**



## 1. Personal Financial Professionals are in Demand

Indeed, yes. As individuals and families grow more concerned about their financial futures, the demand for Certified Financial Planners (CFP®s) has surged. The Bureau of Labor Statistics forecasts a robust 7% growth rate in the job market for personal financial advisors from 2018 to 2028, faster than the average for all occupations.

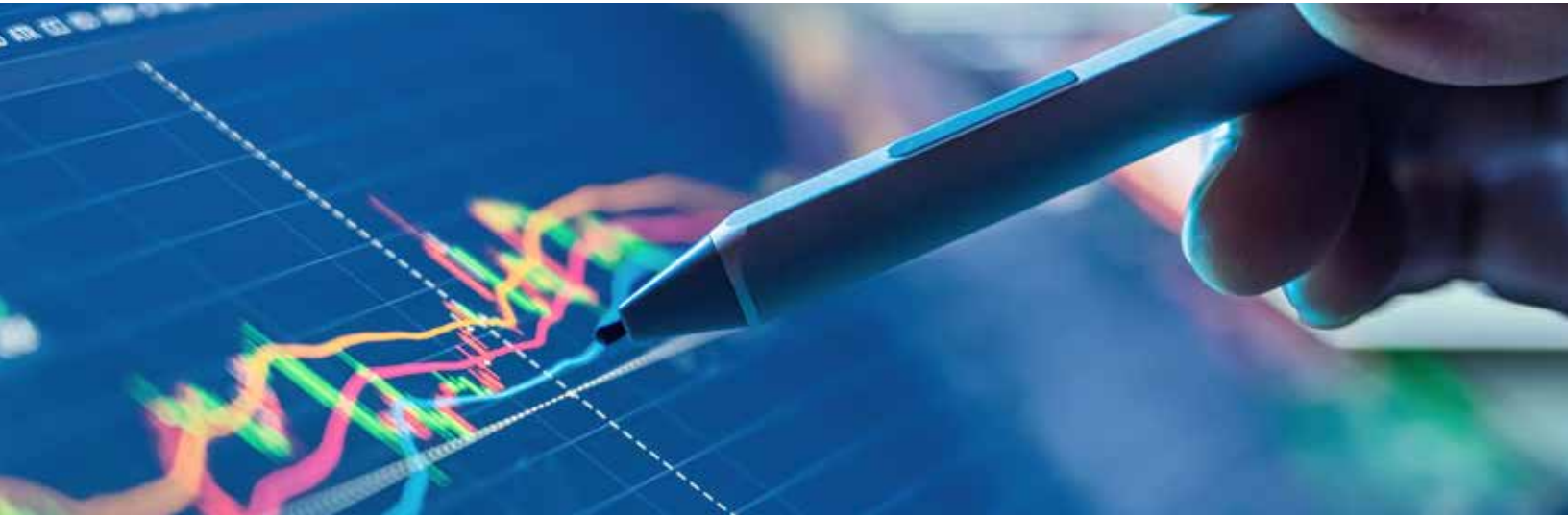
An MFPA provides the specific expertise needed to succeed in these roles. Financial planners guide clients on saving, investing, and growing their wealth, with their services becoming increasingly critical in today's complex financial landscape. MFPA graduates are well-positioned for roles as financial planners, wealth managers, retirement planners, and estate planners in a wide array of sectors, including banking, insurance, independent financial consulting, and even nonprofit organizations focusing on financial literacy. This diverse set of opportunities further emphasizes the growing demand for certified financial planning professionals.

Sources:  
- Bureau of Labor Statistics: Occupational Outlook Handbook

“The MFPA program can really help set you apart, whether you want to be a firm owner, the best financial advisor for your clients, or you want to focus on managing your clients’ portfolios or pursue the CFP® or CFA® certification. The MFPA program can help you with any of these objectives. It’s a no brainer if you really want to excel.”

**Skyler Payne**, UVU MFPA, Team Financial Advisor and Investment Analyst at Merrill Lynch





## 2. A Program Designed with You in Mind

A modern MFPA program, such as the one offered by Utah Valley University, is designed to equip students with the knowledge and skills needed in today's complex financial environment. It offers specialized tracks, including a Certified Financial Planner (CFP®) track, a Chartered Financial Analyst (CFA®) track, and an Advanced planning track. Each track is tailored to provide targeted learning and prepare students for specific financial career paths.

The program is also characterized by its flexibility. It combines online, real-time learning with a well-structured curriculum, making it possible for students to manage their studies alongside their professional or personal commitments.



### Full-Time MFPA

**1 year** to finish (12 credits per semester x 3 semesters)

Online Engaged

4 evening classes per week

36 credit hours

AACSB Accredited

### Professional MFPA

**2 years** to finish (6 credits per semester x 6 semesters)

Online Engaged

2-3 evening classes per week

36 credit hours

AACSB Accredited



### 3. What ROI Can I Expect from an MFPA?

The return on investment from an MFPA is two-fold: financial and professional.

#### Financial Return

Financial professionals with advanced degrees often earn significantly more than those with just a bachelor's degree. According to Payscale, as of 2021, financial analysts with a master's degree earn an average of \$16-20K\* more annually, compared to those with a bachelor's degree. Over the span of a career, this differential can translate into hundreds of thousands of dollars.

#### Professional Return

An MFPA not only boosts your earning potential but also opens doors to higher-level positions and opportunities for leadership roles. It sets you apart in the job market, demonstrating your commitment to the field and your advanced expertise.

#### Conclusion

In conclusion, an MFPA is a valuable investment, yielding substantial financial and professional returns, and preparing you for a successful career in a high-demand field. If you're ready to take your finance career to the next level, consider investing in a Master of Financial Planning and Analytics degree.

Source:  
- Payscale: Average Financial Planning Salary

\* Salary increase based on a national average. Your results may vary. UVU makes no guarantees or warranties regarding salary outcomes for UVU MFPA graduates.



## IMAGINE WHAT AN MFPA WILL DO FOR YOU?

Step into the world of personal finance with unwavering confidence with the Master of Financial Planning and Analytics (MFPA) program at Utah Valley University. Our program empowers you with the tools, knowledge, and skills necessary to hit the ground running in this dynamic industry. We provide an engaging and immersive learning experience, incorporating practical scenarios, real-world challenges, and cutting-edge trends in finance that equip you for the professional world from day one.

Your growth and success are our top priority at Utah Valley University. Our MFPA program is designed not only to guide you through advanced financial concepts and analytical methods but also to build the confidence and resilience you need to thrive in any financial environment. With our program, you will be ready to conquer challenges, seize opportunities, and make significant contributions to the field of personal finance. So, step forward and let your journey of success begin with us.

“A lot of financial planning students want to own a firm at some point in their career. The Master of Financial Planning & Analytics advanced planning track is a great way to specialize and customize your education to help you prepare for that role”

**Alex Brockbank** Professor at Utah Valley University and PhD (ABD) in Personal Financial Planning





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