The Effect of Certification on Investment Decisions

Michael A. Guillemette, University of Missouri¹
Jesse B. Jurgenson, University of Missouri²

Forty-six participants were endowed with real money and received hypothetical investment advice from a CFP® Professional and a stockbroker. Results indicate that among low income households, advice from a CFP® Professional influenced investor choice behavior within hypothetical education and retirement savings accounts. Statistically significant results indicate that when participants make investment decisions using education funds and received advice from a CFP® Professional, the mean expected value of their investment choices was $43,913, compared to $25,870 when given advice from a stockbroker. When investment decisions were made using retirement funds the average expected value given advice from a CFP® Professional and a stockbroker was $53,424 and $33,207, respectively.

¹Assistant Professor, Personal Financial Planning Department, 239B Stanley Hall, University of Missouri, Columbia, Missouri, 65211, USA. Phone: 573-884-9188. Email: GuillemetteM@missouri.edu.
²Doctoral Student, Personal Financial Planning Department, 240A Stanley Hall, University of Missouri, Columbia, Missouri, 65211, USA. Phone: 573-882-7836. Email: jj5c7@mail.missouri.edu.