

Center for
**MATURE CONSUMER
STUDIES**

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To whom it may concern:

The Center for Mature Consumer Studies has received the material pertaining to the curriculum and examination of the Certified Retirement Financial Advisor™ Training and Credential. Based on our knowledge about the retirement market, we have reviewed the material and provided additional input that we believe improves the curriculum. Our comments are below:

1. We find that the curriculum provided in the CRFA™ training includes the pertinent financial areas of concern to retirees in the distribution phase of life. We believe the application of this training will enable financial advisors to provide sound direction to retirees that can help them increase income, reduce taxes, reduce risk and allow their money to last longer in the face of increasing life spans.
2. We are not aware of any other training that provides a comprehensive overview of these financial issues as this training does and would recommend that any financial advisor counseling retirees could benefit by this training. We also believe that as social policy, advisors need such training to fulfill their implicit representation of competency prior to providing advice or selling financial products.

The Center for Mature Consumer Studies (CMCS) was established in 1987 in response to the growing need among business and government to understand the consumption behavior of the aging population. Its mission is to generate and disseminate information that can help organizations improve the efficiency of their marketing activities and enhance the well-being of older adults. CMCS is a unit of Georgia State University's Gerontology Center, but is housed within the college of Business Administration. As the only center of its kind in this country, it maintains regional, national and international networks to exchange information and facilitate collaborative studies of the mature market. CMCS works with other organizations and individuals having expertise in various areas of specialization to enhance the quality of its research. It conducts research for various organizations and assists them in implementing research findings into marketing strategies. It also participates in cost-sharing ventures with other organizations for securing data and disseminating information. The Center also serves as a clearinghouse for information about the mature consumer market.

For five consecutive years, the Center has been cited by *American Demographics* magazine as one of the 100 best sources of consumer information in the United States.

Sincerely,



George P. Moschis, Ph.D.
Professor of Marketing,
Alfred Bernhardt Research Professor,
and Director of the Center for Mature Consumer Studies