Kingdom Advisors®

THE CKA® IMPACT REPORT

A Comparative Analysis of Certified Kingdom Advisor® Designees and Other Advisors

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WHY WE CONDUCTED THIS RESEARCH

INPUT FROM MORE THAN 800 ADVISORS AND 1,000 CLIENTS

For 20 years, Kingdom Advisors has seen how integrating faith and financial advice transforms lives, but we wanted to measure it.

We partnered with an independent, third-party research firm (Pinkston) to conduct a comprehensive study of CKA®s and their clients.

With total input from more than 800 advisors and 1,000 clients, this research helps quantify what we've previously only understood anecdotally: **When faith informs financial advice, advisors' and clients' lives are changed for the better.**

This report provides significant, fresh insight into the real impact of a Certified Kingdom Advisor®.

FOUR KEY FINDINGS

At a glance, our research revealed the following key findings.

THE PURPOSE-DRIVEN PROFESSIONAL

A Paradigm Shift in Success

80% of CKA®s see their work as “very aligned” with their life’s purpose, nearly double the 45% of other advisors.

The CKA® designation is not just a credential, but a fundamental shift in how a professional views their vocation.

For CKA®s, financial advising has moved from a transaction-based business to a calling. While other advisors focus on AUM and revenue, over half of CKA®s report their primary metric for success shifted to faith and eternal significance after receiving their designation.

This shift leads to unparalleled professional satisfaction: 80% of CKA®s see their work as “very aligned” with their life’s purpose, nearly double the 45% of other advisors. Similarly, 72% of CKA®s feel “very fulfilled” compared to only 48% of their peers.

THE TRUST DIVIDEND

Why Values-Alignment Wins the Market

There is a business case for biblical advice. Shared values create a "moat" around an advisor's practice that traditional metrics cannot match.

Clients who sign on with CKA®s aren't just looking for a "track record"; they are looking for a partner who shares their heart. While 64% of general clients prioritize investment returns, 70% of CKA® clients prioritize shared beliefs and values when choosing an advisor.

This alignment creates "raving fans." CKA® clients have an NPS of 83 (compared to 58 for general clients) and a 98% retention rate. In short, when an advisor focuses on a client's values, the "business of advice" becomes significantly more stable and referral-driven.

CKA® clients have an NPS of 83 (compared to 58 for general clients) and a 98% retention rate.

THE HOLISTIC EDGE

Redefining the Scope of Financial Planning

The CKA® approach is extremely thorough, contrary to the myth that “biblical” means “less technical” advice.

CKA®s provide a whole-life financial experience. They don’t just manage portfolios; they manage the hopes, dreams, and family dynamics that portfolios are meant to support.

CKA®s are significantly more likely to discuss “soft” topics like hopes and dreams (87% vs. 47%) and family relationships (85% vs. 32%) during the first year. But this doesn’t come at the expense of technical rigor. CKA®s are also more likely than other advisors to cover technical topics like tax liability and debt management (88% vs. 59%).

CKA®s are significantly more likely to discuss “soft” topics like hopes and dreams (87% vs. 47%) and family relationships (85% vs. 32%) during the first year.

THE GENEROSITY ENGINE

Financial Advice as a Catalyst for Serving the World's Needs

This insight affirms that CKA®s drive increased global philanthropy and stewardship.

Biblical financial advice is a generosity engine. When clients move from a mindset of ownership to stewardship, their behavior changes tangibly, resulting in more money flowing toward eternal significance.

63% of CKA® clients are motivated by a "desire to be a faithful steward." This mindset leads to action. CKA® clients are twice as likely to have "significantly increased" their financial giving (47% vs. 23%). This correlates with the advisor's proactivity, as 71% of CKA®s raise the topic of charitable giving with every client, compared to only 34% of general advisors.

63% of CKA® clients are motivated by a "desire to be a faithful steward."

THE FULL REPORT ON CKA® IMPACT

ABOUT THE RESEARCH

The following research explores the core behaviors, motivations, and financial outcomes of CKA®s and their clients, compared with those of other advisors and their clients. These behaviors and outcomes highlight significant differences between advisors with the CKA® designation and those without.

These findings offer valuable insight into the distinct practices of advisors and clients, as well as the relationship that develops between them over time. We offer this full report to the public as inspiration for additional research and the basis for other industry publications.

A note on language: Throughout this report, we've used the phrases "general advisor," "non-CKA®," and "other advisor " synonymously to mean "general advisor" used in the original research.

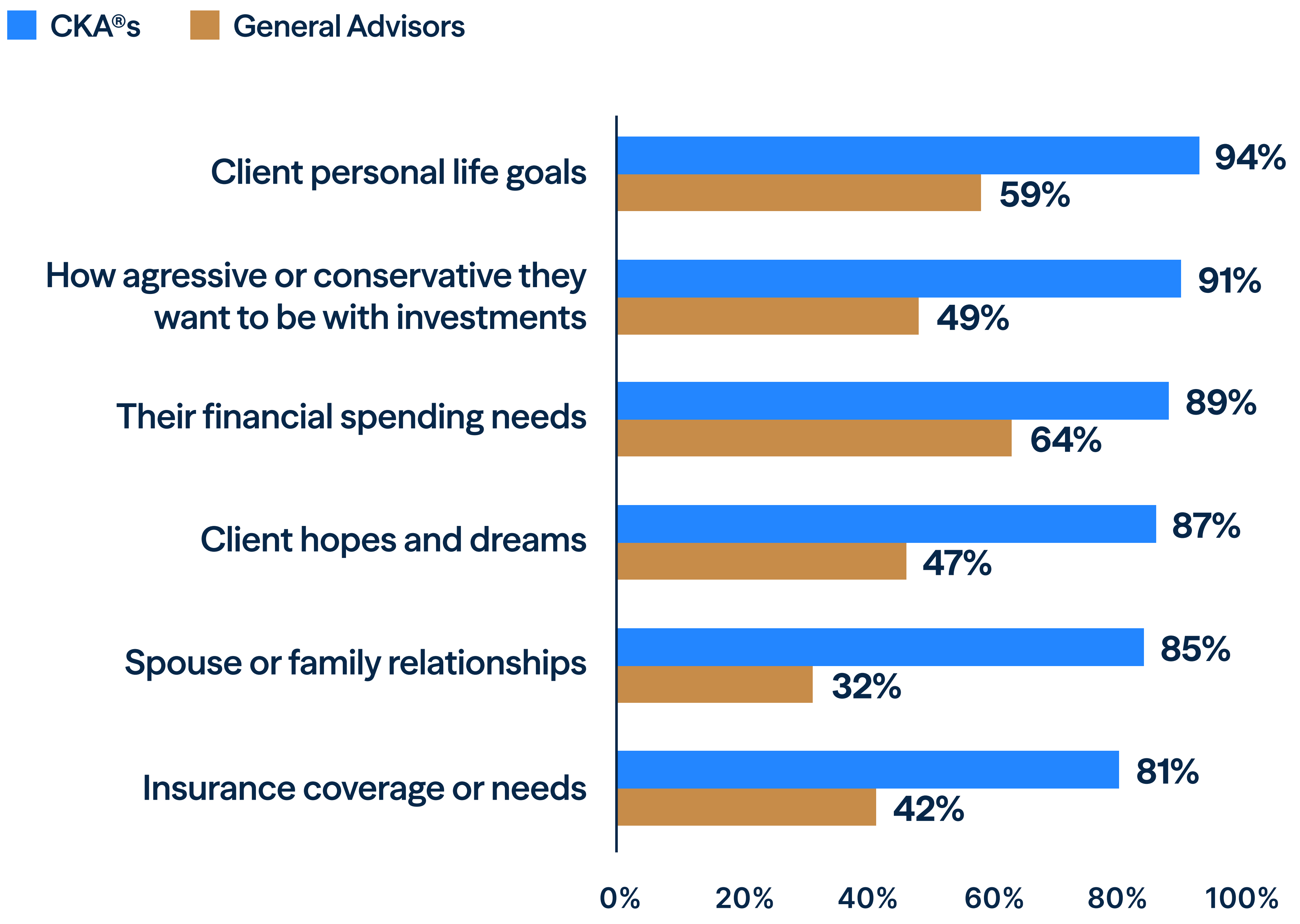
01 ADVISOR ATTITUDES & BEHAVIORS

One key finding of this research was that advisors with the CKA® designation ("CKA®s") serve their clients across a broader range of topics than peer advisors without the CKA® designation. CKA®s cover nearly all of the listed financial topics more frequently, and are much more likely to bring up personal values, goals, priorities, and charitable giving more consistently than other advisors.

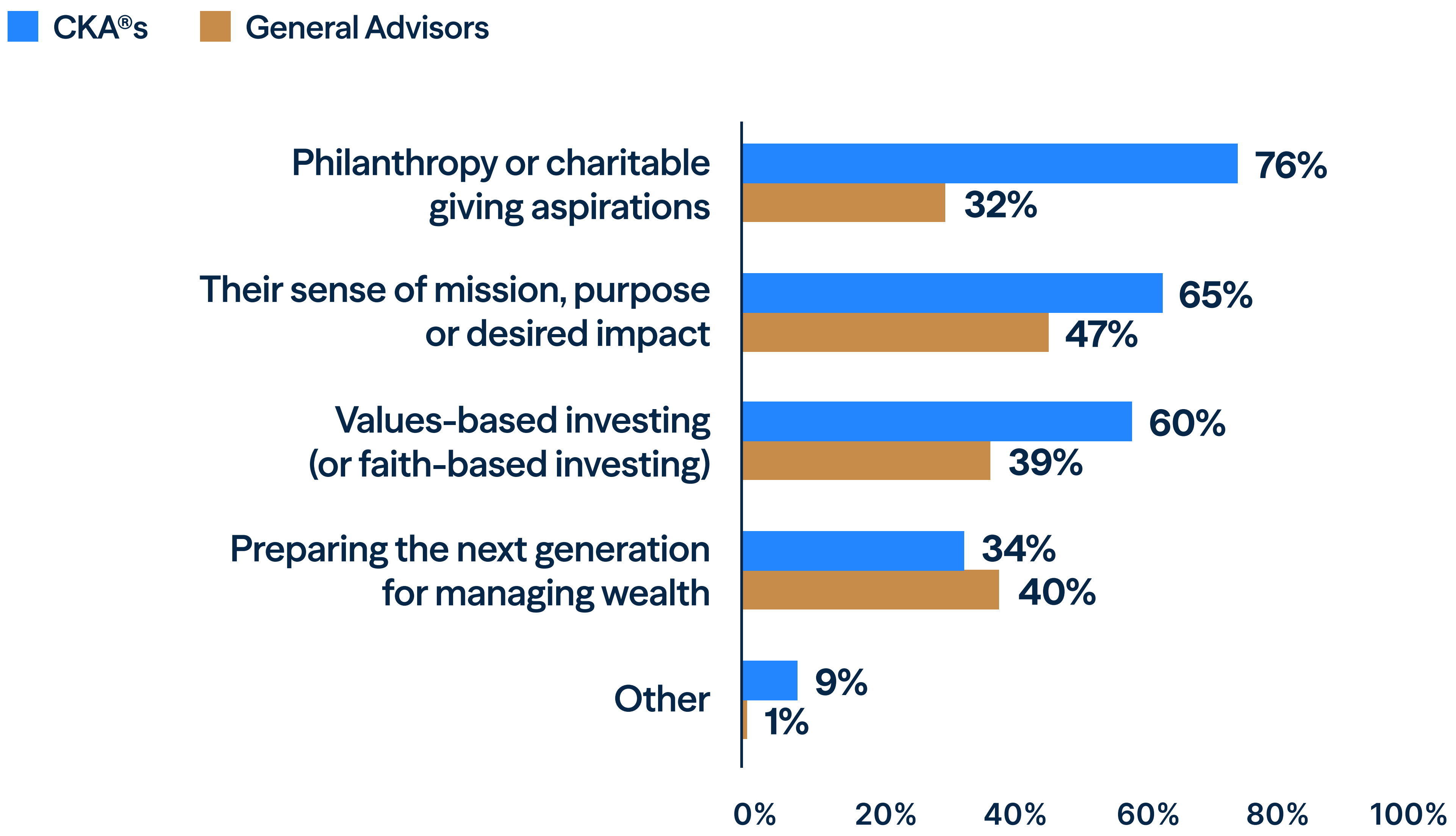
The research also indicated that CKA®s cover many standard financial topics, such as financial planning, taxes, insurance, and debt. In fact, CKA®s are more likely than other advisors to cover these core financial topics with clients.

Additionally, CKA®s are substantially more likely than other advisors to cover nearly all topics on the following chart, especially the personal or "soft" topics.[1]

TOPICS COVERED WITH CLIENT DURING FIRST YEAR (TOP 6)



TOPICS COVERED WITH CLIENT DURING FIRST YEAR (BOTTOM 5)



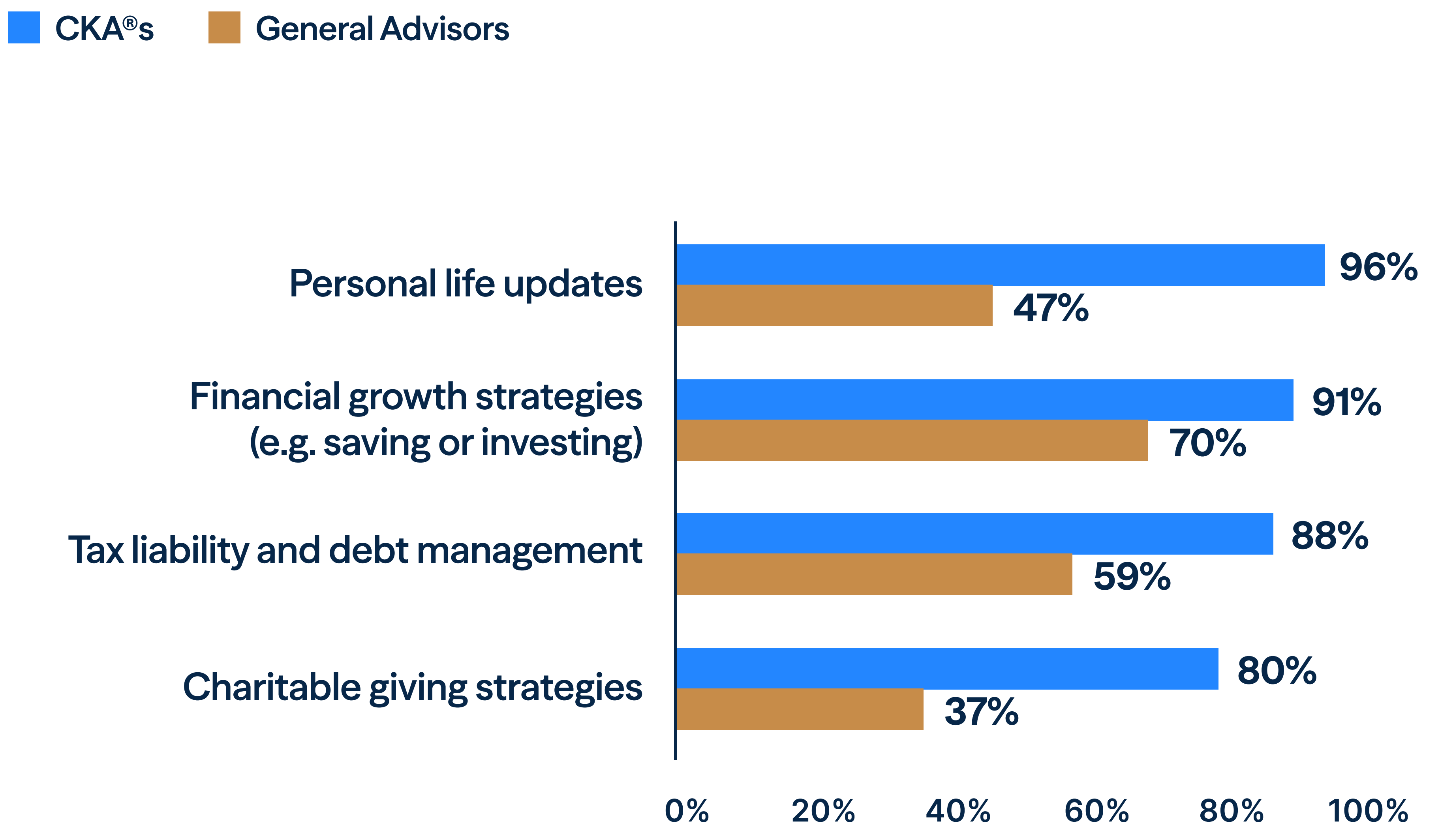
1 Q: Which of these topics do you cover with a client during their first year as your client? Select all that apply.

In typical client meetings, CKA®s tend to discuss their clients' personal life situations and charitable giving aspirations more than other advisors. The ability to engage clients around generosity was also a true differentiator, as 80% of CKA®s discuss charitable giving strategies with clients, compared to just 37% of other advisors.[2]

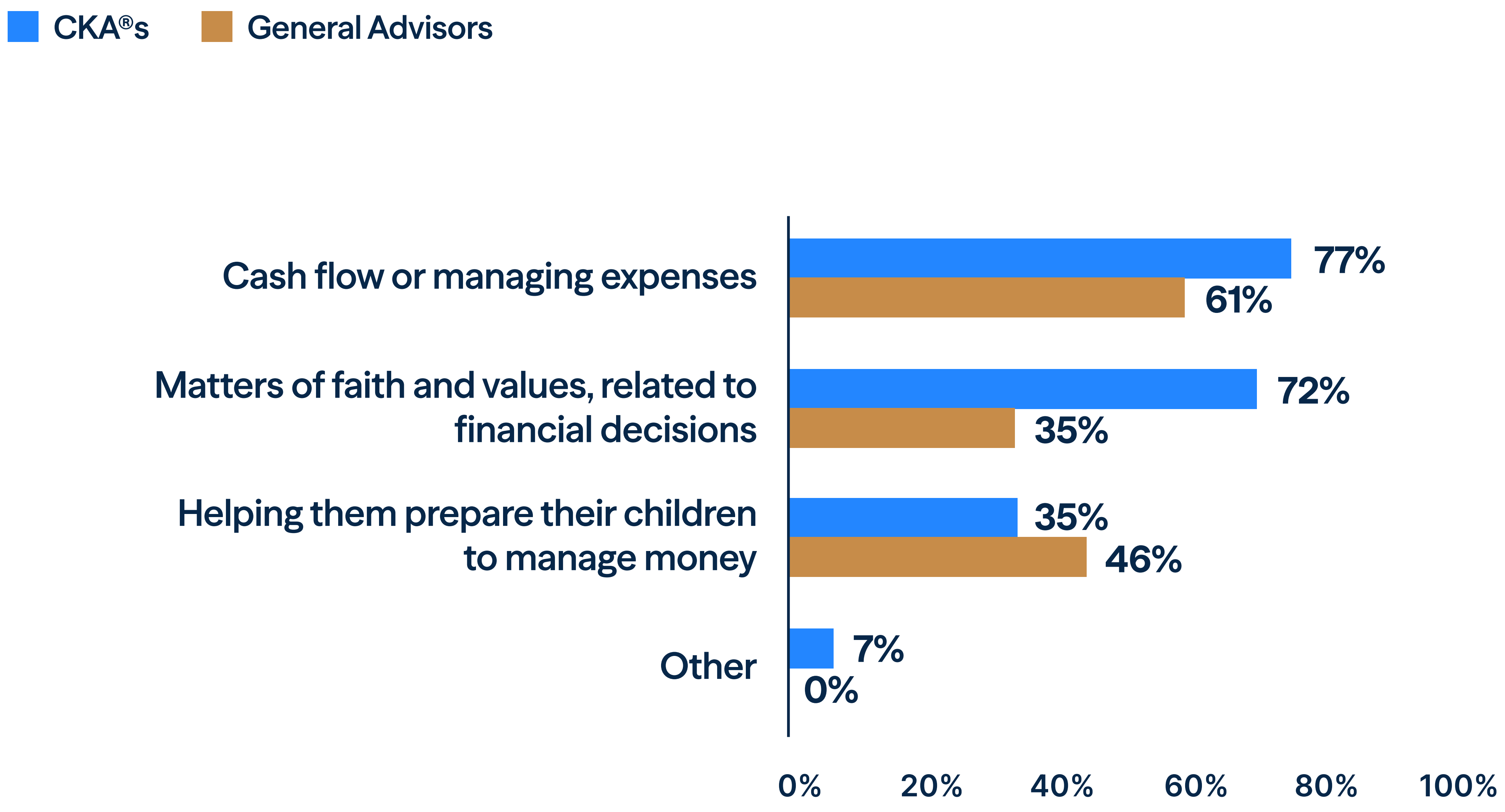
The similarity of responses between advisors and clients about conversation topics indicates a significant difference between how CKA®s conduct their client meetings versus other advisors.

80% of CKA®s discuss charitable giving strategies with clients, compared to just 37% of other advisors.

TOPICS TYPICALLY DISCUSSED IN CLIENT MEETINGS (TOP 4)



TOPICS TYPICALLY DISCUSSED IN CLIENT MEETINGS (BOTTOM 4)



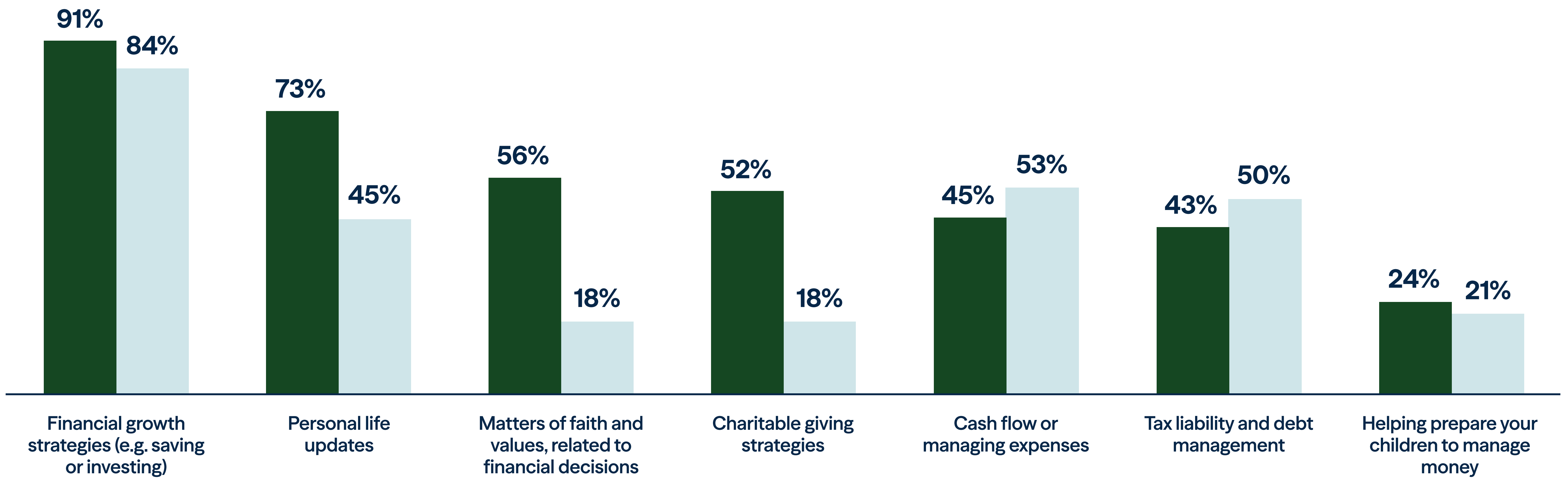
2 Q: Thinking of a typical client meeting, which of these topics do you typically discuss with your clients? Select all that apply.

Based on their regular client meetings, CKA® clients confirm their advisor covers both "hard" topics (growth strategies, cash flow, etc.) and "soft" topics (life updates, faith and values, and giving). During client meetings, CKA®s are 62% more likely to discuss their client's personal life updates, and are 3X as likely to discuss matters of faith and values related to financial decisions, compared to other advisors.

Additionally, CKA® clients who spend more than 3 hours annually in meetings with their advisor are even more likely to discuss matters of faith and values (71%), charitable giving (66%), or tax liability and debt management (53%).

During client meetings, CKA®s are 62% more likely to discuss their client's personal life updates.

TOPICS ADVISOR BRINGS UP AT CLIENT MEETINGS



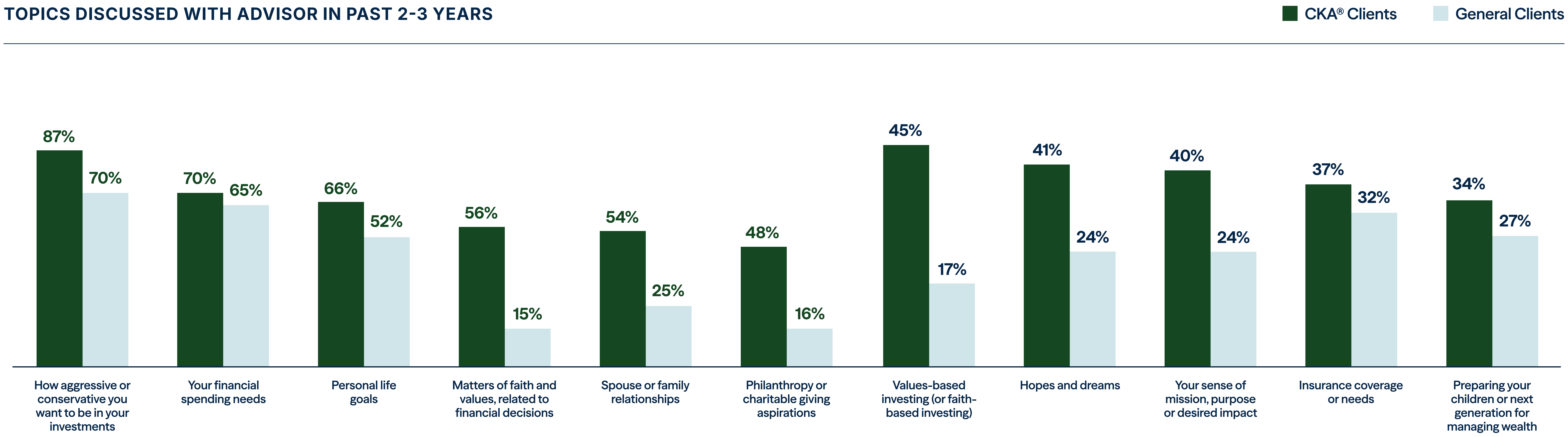
2 Q: Thinking of a typical client meeting, which of these topics do you typically discuss with your clients? Select all that apply.

When asked about conversations going back over the previous 2-3 years, CKA® clients indicated that faith and values, personal life goals, and charitable giving were all more commonly discussed than was reported by clients of other advisors.

From this 2-3 year look-back, CKA®s were almost 4X as likely to discuss faith and values related to financial decisions as other advisors. CKA®s were more than twice as likely to discuss spouse and family relationships, and 3X as likely to discuss philanthropy or charitable giving aspirations with their clients.

Also using a 2-3 year time frame, CKA®s were 3X as likely to discuss values-based investing or faith-based investing with their clients. CKA®s were 71% more likely to discuss client hopes and dreams, and 67% more likely to discuss their clients' sense of mission, purpose, or desired impact.

TOPICS DISCUSSED WITH ADVISOR IN PAST 2-3 YEARS



2 Q: Thinking of a typical client meeting, which of these topics do you typically discuss with your clients? Select all that apply.

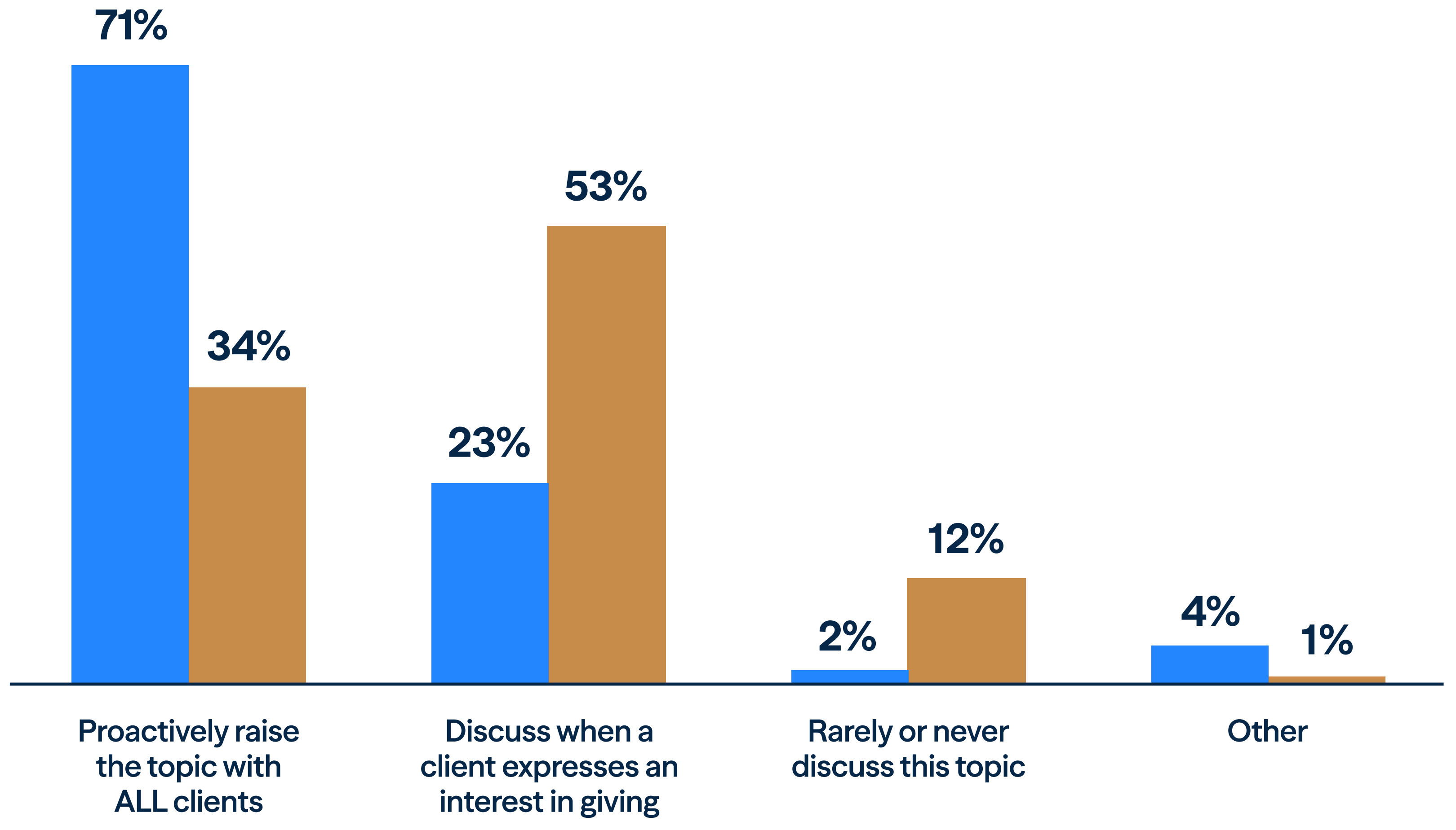
When it came to advising around generosity and giving, CKA®s were twice as likely to proactively raise charitable giving with clients, compared to other advisors.

The research also indicates that advisors who most actively brought up charitable giving tended to take their faith commitment most seriously. Non-CKA®s whose faith was "extremely important" to them (49%) were significantly more likely to raise the topic of charitable giving than non-CKA®s whose faith was only "very important" (35%).

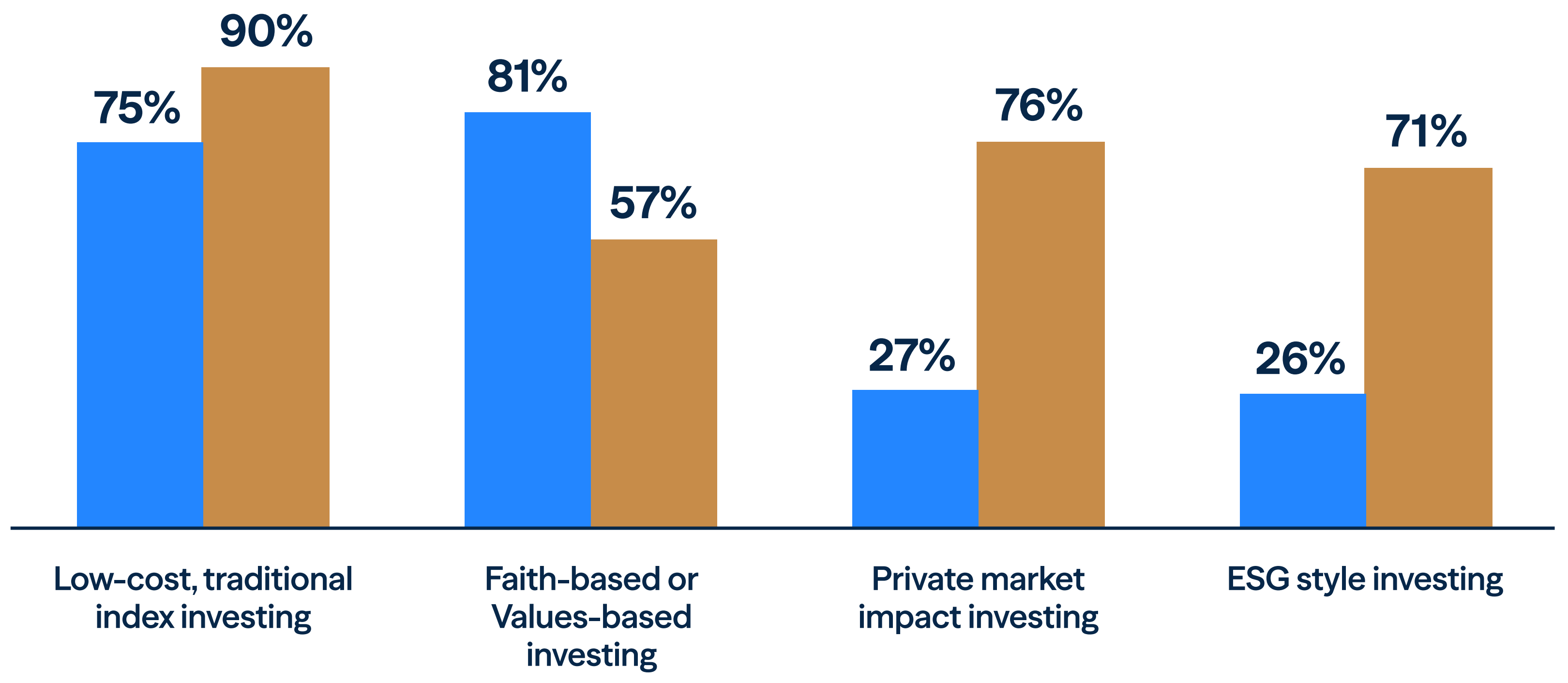
Like many others, CKA®s often help clients implement an investing strategy. This research sought to identify which types of investing are most commonly implemented by CKA®s.

Of note, while CKA®s often help clients incorporate low-cost, traditional index solutions (75%), they more frequently offer to help clients incorporate faith-based or values-based investing solutions. A total of 81% of CKA®s report helping clients incorporate faith-based or values-based investing, while only 57% of non-CKA®s help clients with values-based investing.

DISCUSSING CHARITABLE GIVING/PHILANTHROPY WITH CLIENTS



HELPING CLIENTS INCORPORATE TYPES OF INVESTING



CKA®s General Advisors

2 Q: Thinking of a typical client meeting, which of these topics do you typically discuss with your clients? Select all that apply.

Even though 81% of CKA®s offer faith-based or values-based investing to their clients, this research found that only 15% of their clients implemented this type of investing into their portfolio.

Similarly, when asked about Assets Under Management (AUM) related to faith-based or values-based investing, CKA®s estimated that 15% of their AUM is committed to this type of investing. An even smaller percentage of CKA®s (10%) indicated that their clients choose to avoid or pursue particular investments because of their faith or values.

On the whole, generic financial advisors reported that more of their clients actually use some kind of faith-based or values-based investing (32%).

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CKA® CLIENTS USING VALUES-BASED INVESTING

Metric	Median %
CKA® Clients Using Faith/Values-Based Investing	15%
CKA® Portion of AUM that is Committed to Faith/Values-Based Investing	15%
CKA® Clients Choosing to Avoid or Pursue Investments Due to their Faith or Values	10%

GENERAL CLIENTS USING VALUES-BASED INVESTING

Metric	Median %
General Clients Using Faith/Values-Based Investing	32%
General Portion of AUM that is Committed to Faith/Values-Based Investing	33%
General Clients Choosing to Avoid or Pursue Investments Due to their Faith or Values	25%

2 Q: Thinking of a typical client meeting, which of these topics do you typically discuss with your clients? Select all that apply.

ADVISOR ATTITUDES & BEHAVIORS

SURVEY QUESTIONS USED IN THE PREVIOUS SECTION

- ↗ What topics do you cover with a client during their first year as your client?
- ↗ Thinking of a typical client meeting, what topics do you typically discuss with your clients?
- ↗ What topics have you discussed with your financial advisor in the past 2-3 years?
- ↗ When, if at all, do you discuss charitable giving or philanthropy with your clients as a part of their financial plan?
- ↗ Do you help your clients incorporate any of the following into their investment plan?
- ↗ What percentage of your clients currently use faith-based or values-based investing?
- ↗ What percentage of your total AUM would you estimate is committed to faith-based or values-based investing?
- ↗ Among those who incorporate faith/values-based investing into their investment plan?
- ↗ What percentage of your clients choose to avoid or pursue certain investments because of their faith or values?

02 ADVISOR OUTCOMES

This research also sought to discover some of the personal and business implications for CKA®s compared to other advisors. Advisor responses indicated that being a CKA® may be better for business, based on factors such as client retention, feelings of personal fulfillment, alignment with one's sense of purpose, and related indicators of overall success.

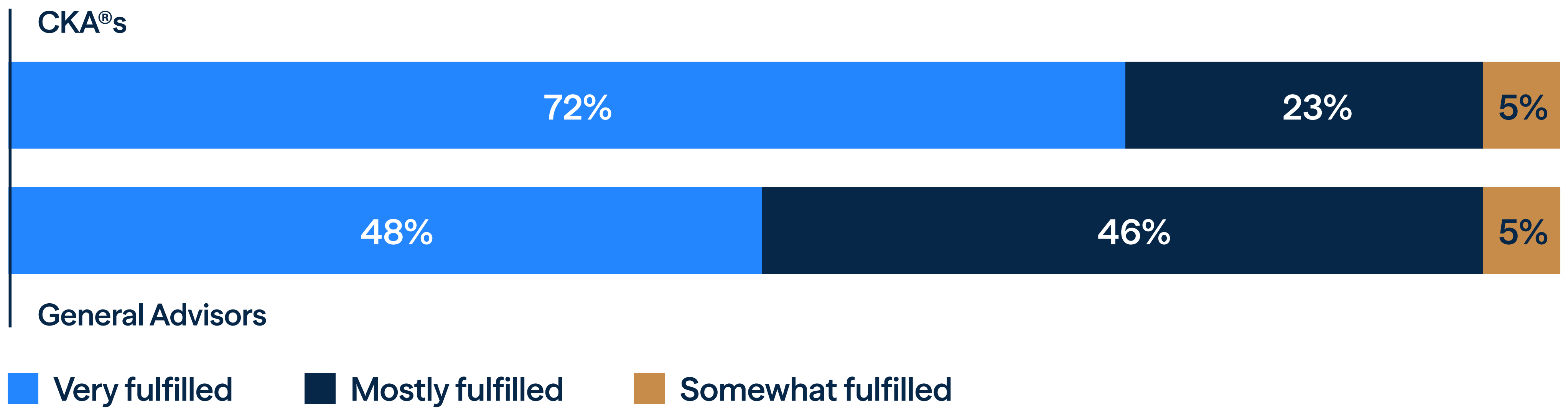
Our research found that significantly more CKA®s feel "very fulfilled" in their work as a financial advisor (72%), compared to other financial advisors (48%).

Controlling for other factors, the research found that non-CKA®s who are female (57%) and those whose faith is "extremely important" to them (71%) are also more likely than average to feel "very fulfilled" in their work as a financial advisor.

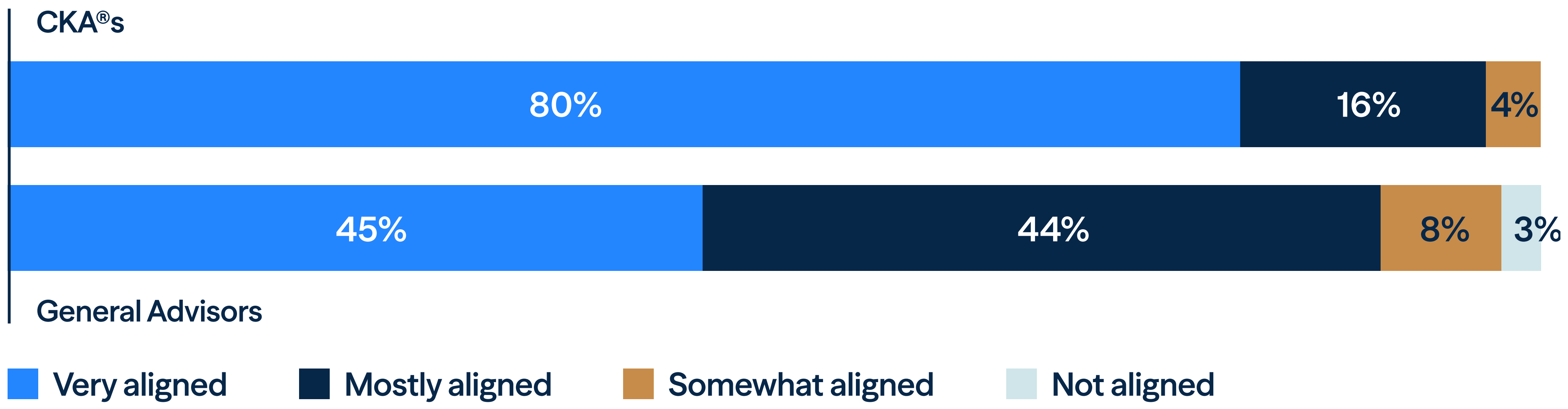
Similarly, nearly twice as many CKA®s say the work of financial advising is "very aligned" with their life's purpose, compared with other advisors (80% vs. 45%).

Controlling for other factors, this research found that non-CKA®s who spend over 10 hours per year with their clients (55%), or who view their faith as "extremely important" (65%) are significantly more likely to feel their work is "very aligned" with their life's purpose.

ALIGNMENT OF FINANCIAL ADVISING WITH THEIR LIFE'S PURPOSE



ALIGNMENT OF FINANCIAL ADVISING WITH THEIR LIFE'S PURPOSE



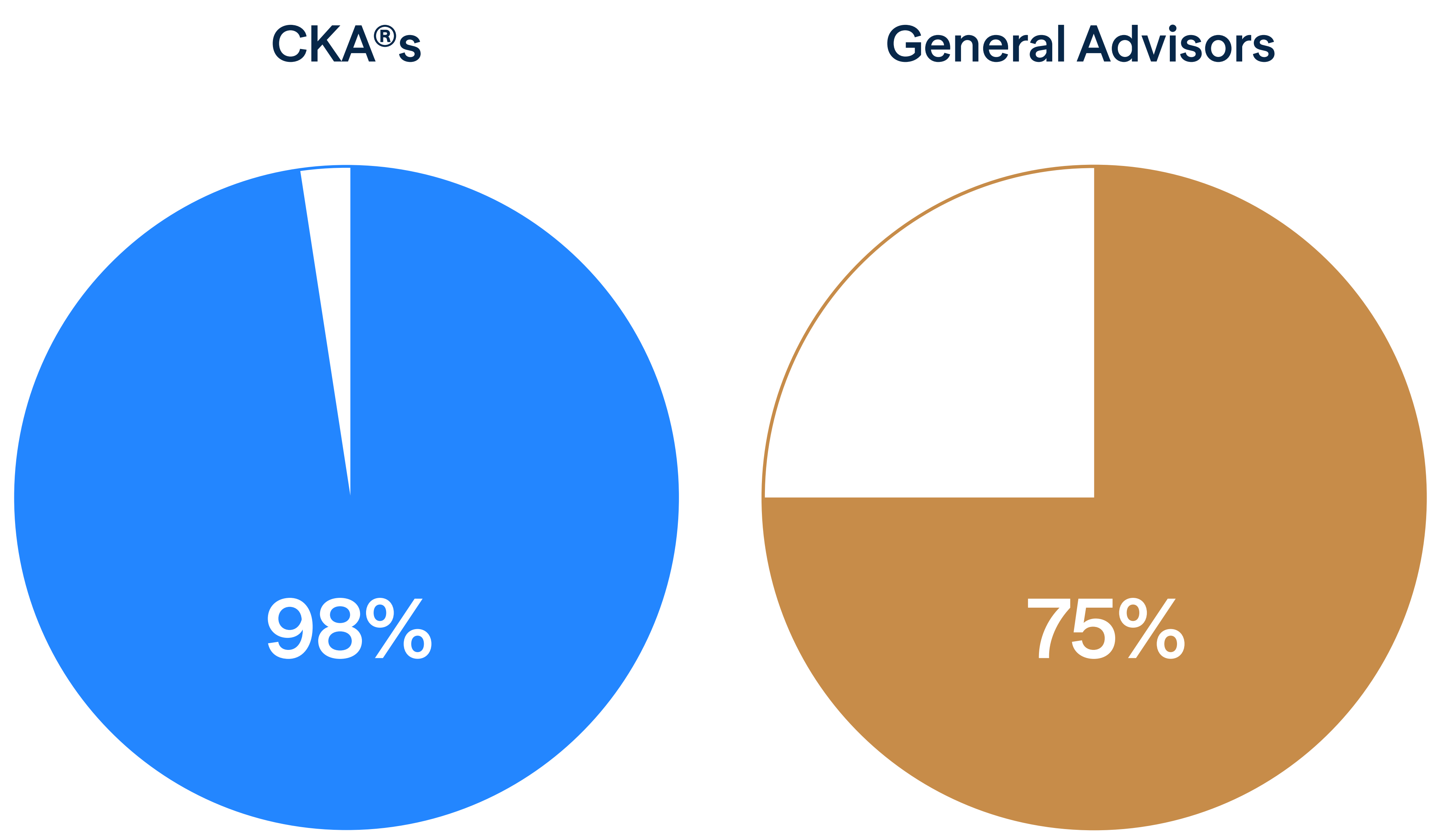
Significantly more CKA®s feel "very fulfilled" in their work as a financial advisor (72%), compared to other financial advisors (48%).

1 Q: Which of these topics do you cover with a client during their first year as your client? Select all that apply.

Client retention rates can be another indicator of success in financial advising. Since advisor roles and experiences vary greatly, our research asked advisors to rank their level of confidence in accurately estimating their client retention rate over the last 3 years, using three levels of confidence: very close estimate, ballpark estimate, or cannot provide a reasonable estimate.

Considering only advisors able to provide at least a ballpark estimate, CKA®s retained an estimated 98% of their clients over the last 3 years. Among other advisors able to provide at least a ballpark estimate, non-CKA®s retained an estimated 75% of their clients over the last 3 years, not controlling for any other factors.*

CLIENT RETENTION OVER THE LAST 3 YEARS



CKA®s retained an estimated 98% of their clients over the last 3 years.

* Among non-CKA advisors who manage at least $40 millions and who were able to provide at least a ballpark estimate, these advisors retained an estimated 86% of their clients over the last 3 years.

ADVISOR OUTCOMES

SURVEY QUESTIONS USED IN THE PREVIOUS SECTION

- ↗ To what extent do you feel fulfilled in your work as a financial advisor, if at all?
- ↗ How closely is the work of financial advising aligned with what you see as your life's purpose?
- ↗ What percentage of your clients did you retain over the last 3 years? Among those who can provide at least a ballpark estimate

03

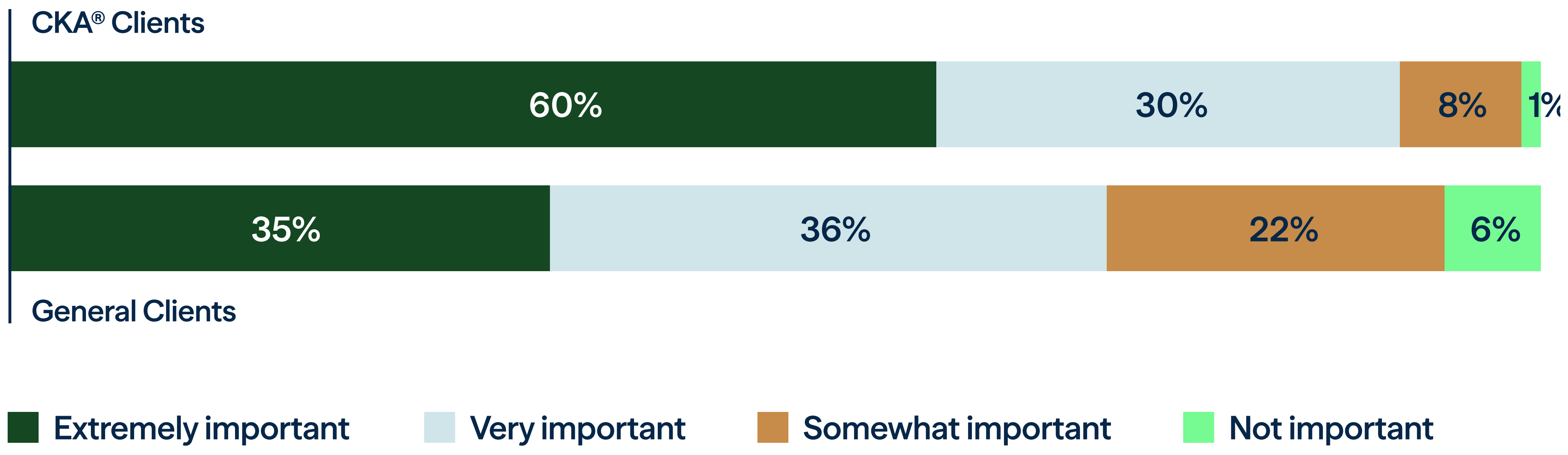
CLIENT ATTITUDES & BEHAVIORS

Another key finding of this research was that clients whose advisors hold the CKA® designation often indicated they were looking for something more than mere financial competence from their advisor. This research found the vast majority of CKA® clients were seeking an advisor who shared their faith and values.

This research found it was extremely important for CKA® clients (60%) that their advisor shared their values (compared with 35% of other clients).

Additionally, among clients of non-CKA®s, ages 18-41 (52%), or who viewed their faith as extremely important (59%), these clients were significantly more likely to say that having an advisor who shared their values and beliefs was "extremely important" to them.

IMPORTANCE OF SHARED VALUES WITH FINANCIAL ADVISOR

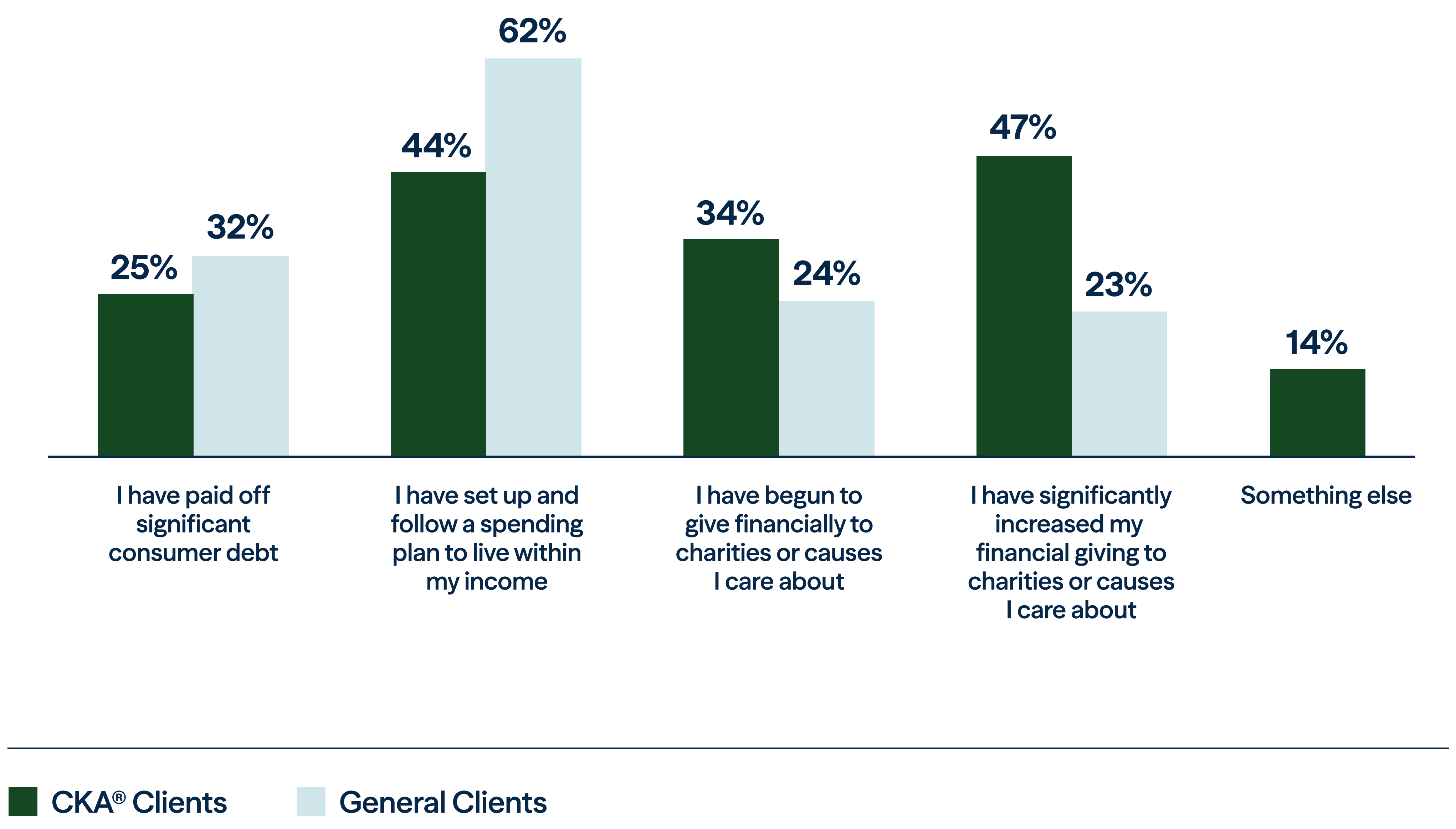


This research found the vast majority of CKA® clients were seeking an advisor who shared their faith and values.

Financial behavior also differed between CKA® clients compared to clients with other advisors.

While some CKA® clients reported taking steps such as paying off significant consumer debt (25%) or setting up and following a spending plan (44%), they also reported higher than average levels of giving to charities they care about (34%) and significantly increasing their giving since working with a CKA® (47%).

CHANGES IN FINANCIAL BEHAVIOR SINCE WORKING WITH ADVISOR



[CKA® clients] reported higher than average levels of giving to charities they care about (34%) and significantly increasing their giving since working with a CKA® (47%).

CLIENT ATTITUDES & BEHAVIORS

SURVEY QUESTIONS USED IN THIS SECTION

↗ How important is it that your financial advisor shares your values and beliefs?

↗ Has your financial behavior improved in any of the following ways since working with this advisor?

04

CLIENT OUTCOMES

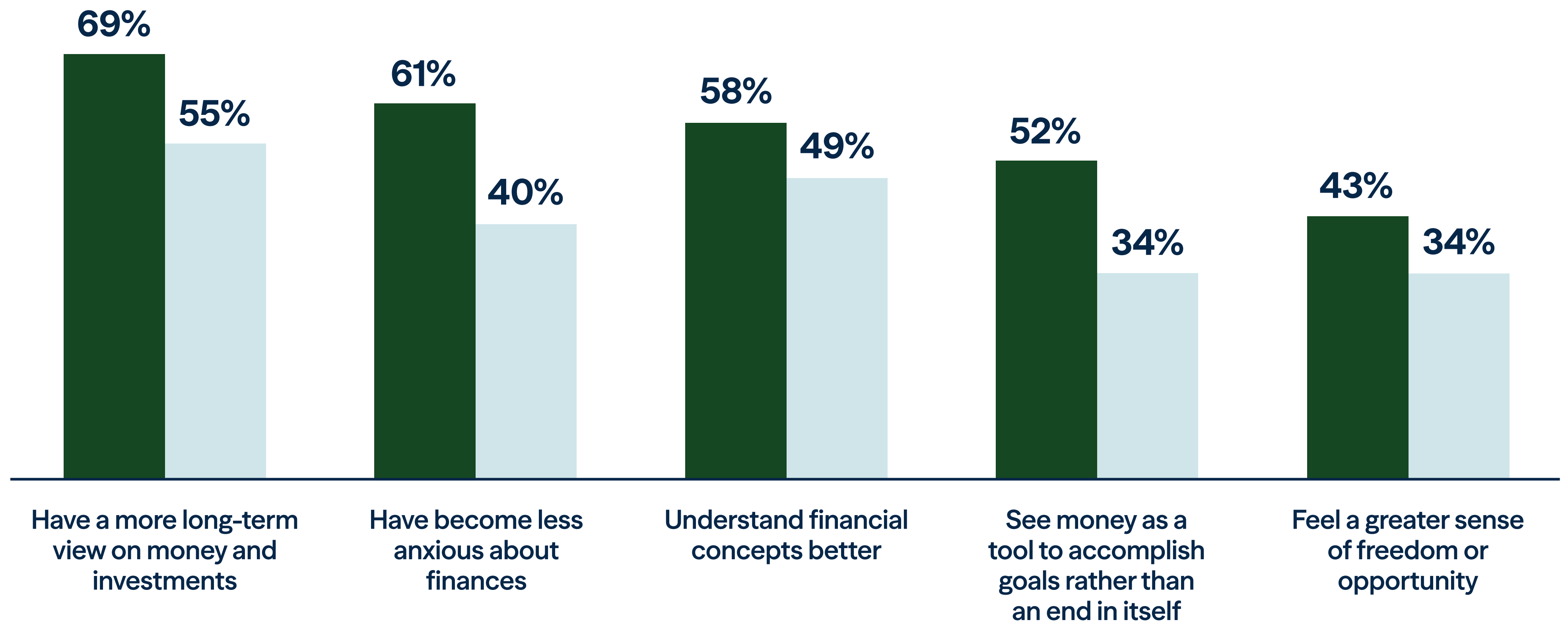
Working with an advisor affects a range of client financial outcomes. This research explored how CKA® clients improved their perspective on money and investments, lack of anxiety around finances, and feelings of financial freedom or opportunity.

In each of the ways listed, CKA® clients reported experiencing more financial confidence and intentionality than other clients. This was especially evident in areas such as becoming “less anxious” (61%) and being able to “see money as a tool to accomplish goals rather than an end in itself” (52%).

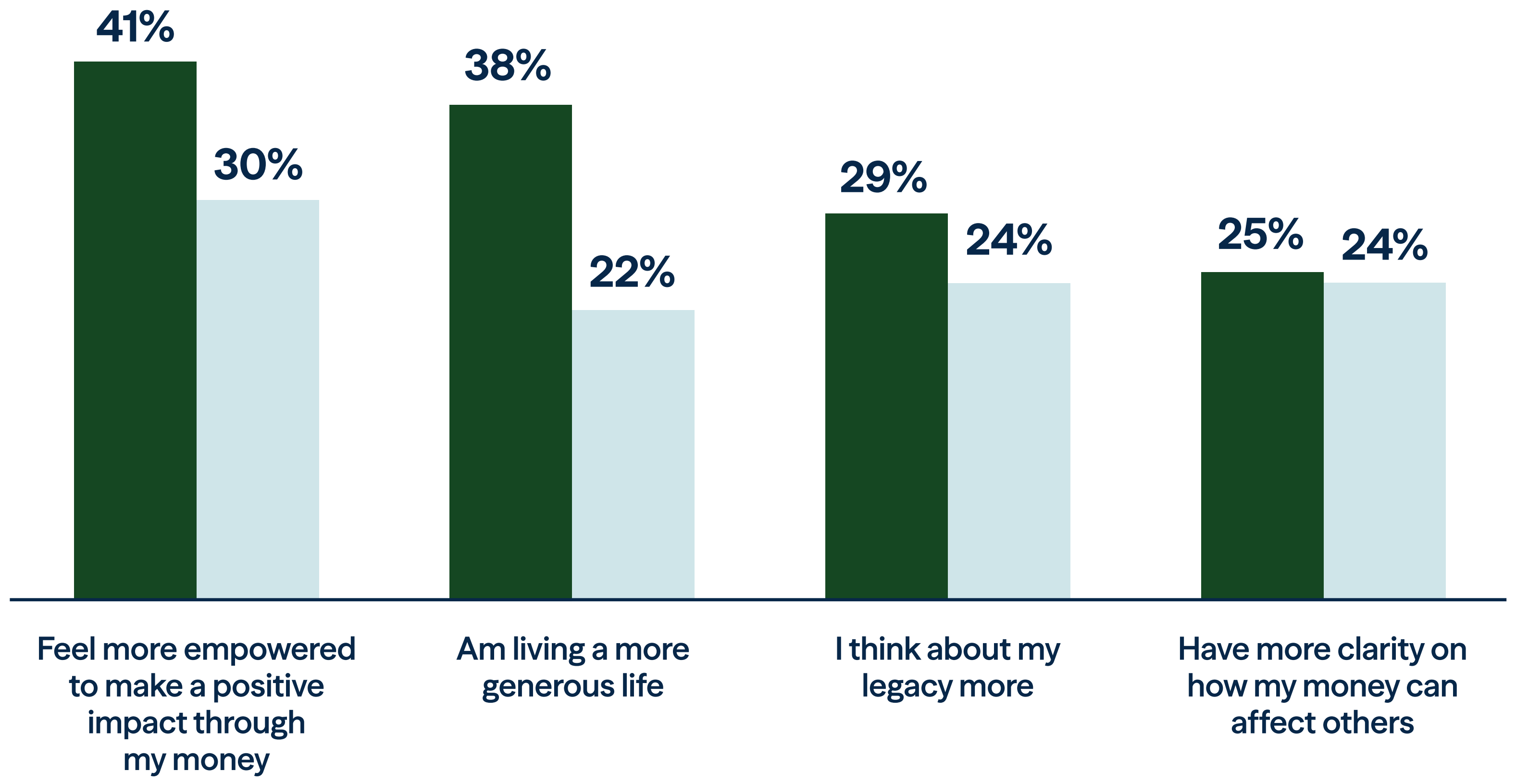
CKA® clients also reported feeling empowered to make a positive impact through their money (41%) and to think about their legacy (29%) at higher levels than other clients.

CKA® clients’ understanding of how their money can affect others was on par with the understanding of other clients (25/24%).

PERSPECTIVES ON FINANCIAL MATTERS SINCE WORKING WITH ADVISOR (TOP 5)



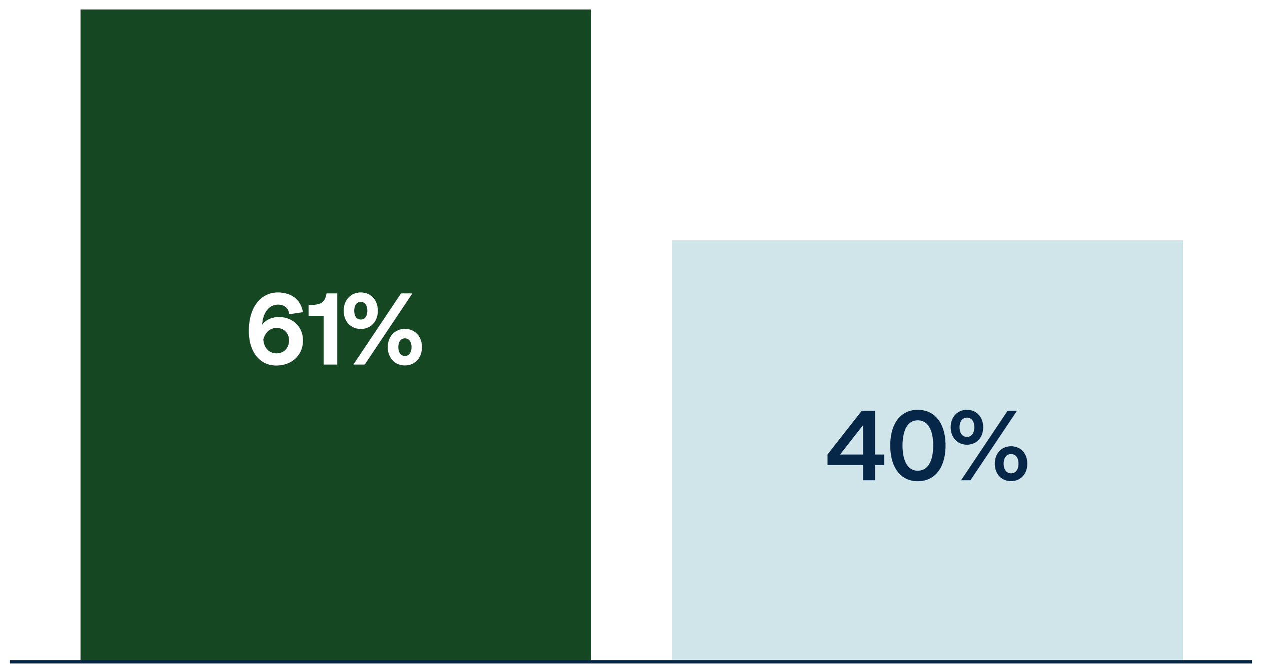
PERSPECTIVES ON FINANCIAL MATTERS SINCE WORKING WITH ADVISOR (BOTTOM 4)



CKA® Clients General Clients

Regarding financial anxiety, CKA® clients were 52% more likely to report reduced anxiety after working with their advisor compared to other clients. This effect also grew over time, as CKA® clients who had worked with their advisor for over 5 years were significantly less anxious (66%) than CKA® clients who had worked with their advisor for less than 5 years (49%).

SINCE WORKING WITH ADVISOR, HAVE BECOME LESS ANXIOUS ABOUT FINANCES



CKA® Clients
General Clients

CKA® clients were 52% more likely to report reduced anxiety after working with their advisor compared to other clients.

CLIENT OUTCOMES

SURVEY QUESTIONS USED IN THIS SECTION

- ↗ Has your financial behavior improved in any ways since working with this advisor?
- ↗ Has your perspective on financial matters changed in any way since working with this advisor?
- ↗ Has your perspective on financial matters changed in any way since working with this advisor?

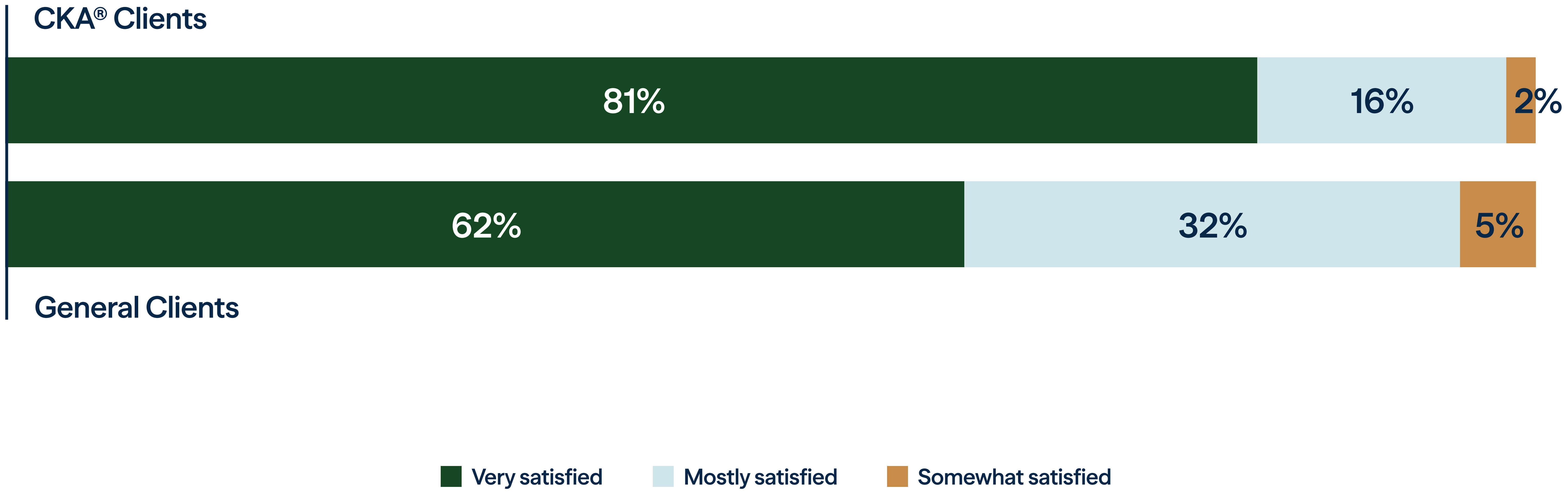
05

ADVISOR-CLIENT RELATIONSHIP

The final key findings of this research indicated that CKA® clients are more satisfied with and likely to recommend their advisors, compared to clients of non-CKA®s. This research found that significantly more CKA® clients are very satisfied with their financial advisor (81%) compared with the same satisfaction level of clients working with other advisors (62%).

CKA® clients are more satisfied with and likely to recommend their advisors, compared to clients of non-CKA®s.

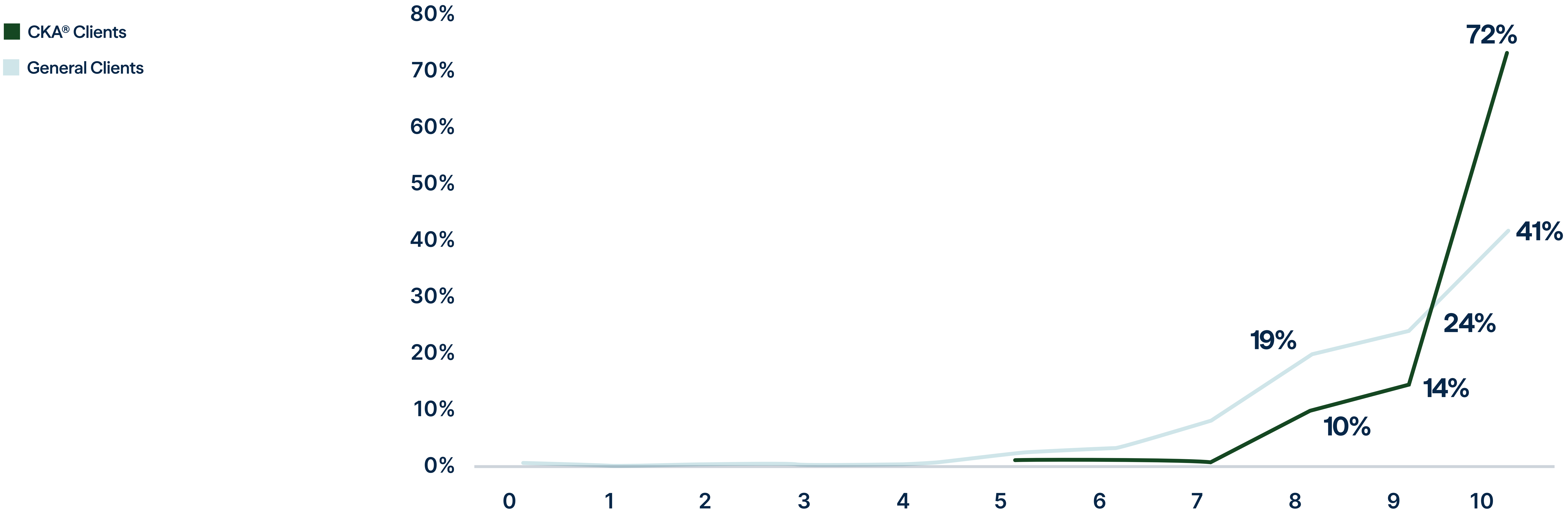
SATISFACTION WITH CURRENT FINANCIAL ADVISOR



Advisor-client relationships can be evaluated in terms of a client's likelihood to recommend their advisor to a friend. CKA® clients who rated their advisor a 10/10 for likelihood to recommend (72%) far exceeded the number of non-CKA® clients who rated their advisor a 10/10 on this scale (41%).

Using a 1 to 10 scale for likelihood to recommend permits a Net Promoter Score to be calculated for each client set. The Net Promoter Score (NPS) from CKA® clients was 83, compared to an NPS of 58 from clients of other advisors. This indicates an extremely high level of satisfaction and advocacy among CKA® clients.

LIKELIHOOD TO RECOMMEND

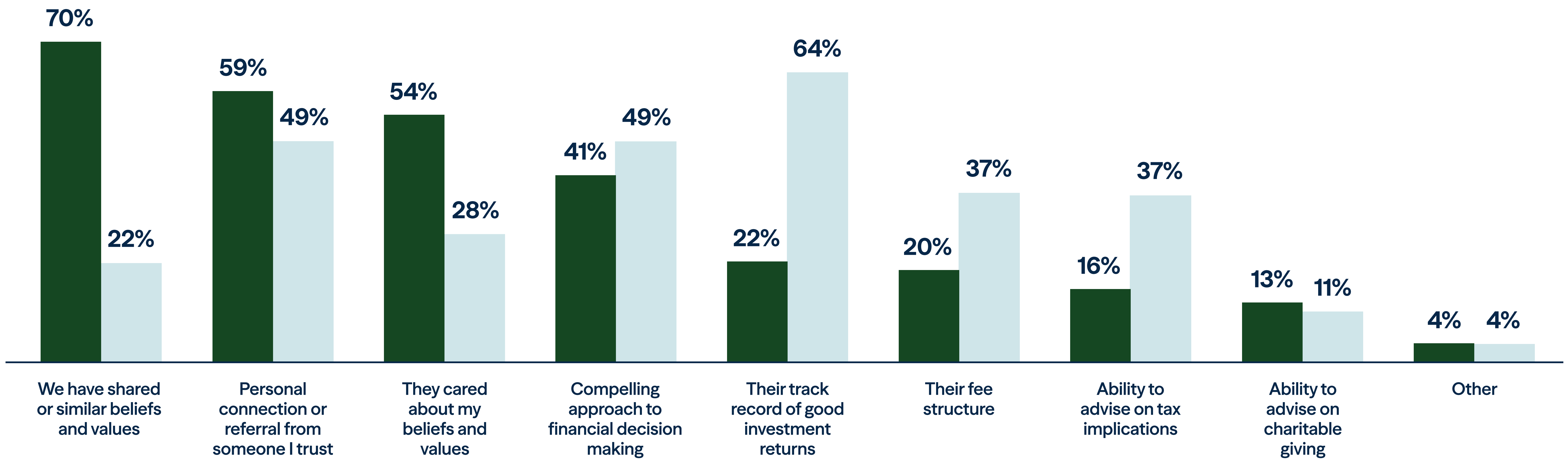


The unique relationship that exists between an advisor and their client can also be evaluated from the standpoint of expectations and desires. While client expectations and desires vary widely, some similarities stand out among CKA® clients and clients of other advisors.

In general, CKA® clients prioritized a financial advisor who brought shared or similar beliefs and values (70%), while general clients tended to prioritize an advisor who brought a track record for good investment returns (64%). Among non-CKA® clients who were older than 65, they were even more likely to prioritize an advisor with a track record of good investment returns (73%).

CKA® clients indicated that having an advisor who cared about their beliefs and values was important to them (54%), compared with clients of other advisors (28%). Also, non-CKA® clients were more likely to select an advisor based on the advisor's fee structure (37%) than CKA® clients (20%).

CRITERIA FOR SELECTING A FINANCIAL ADVISOR

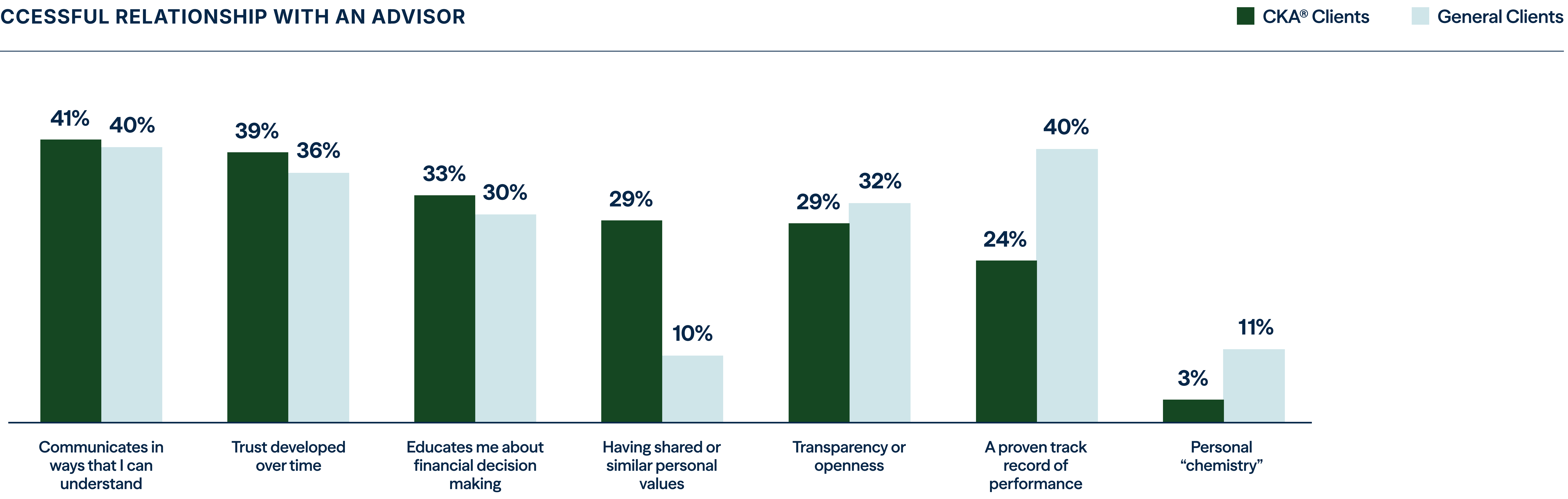


The research also inquired into what factors clients and advisors perceived as the most important for a successful advisor-client relationship. Factors such as understandable communication, trust over time, ability to educate clients, shared personal values, transparency and openness, and a proven track record of performance were all considered.

All surveyed clients, regardless of their advisor's designations, shared a high regard for the basics of good communication, the ability to educate clients, and building trust over time. However, CKA® clients indicated an especially high value placed on having shared or similar personal values with their advisor (29%) compared with other clients (10%).

Among non-CKA® clients, one of the most important factors for a successful advisor relationship was their proven track record of performance (40%), compared to a lower ranking for this factor among CKA® clients (24%).

TOP FACTORS FOR A SUCCESSFUL RELATIONSHIP WITH AN ADVISOR

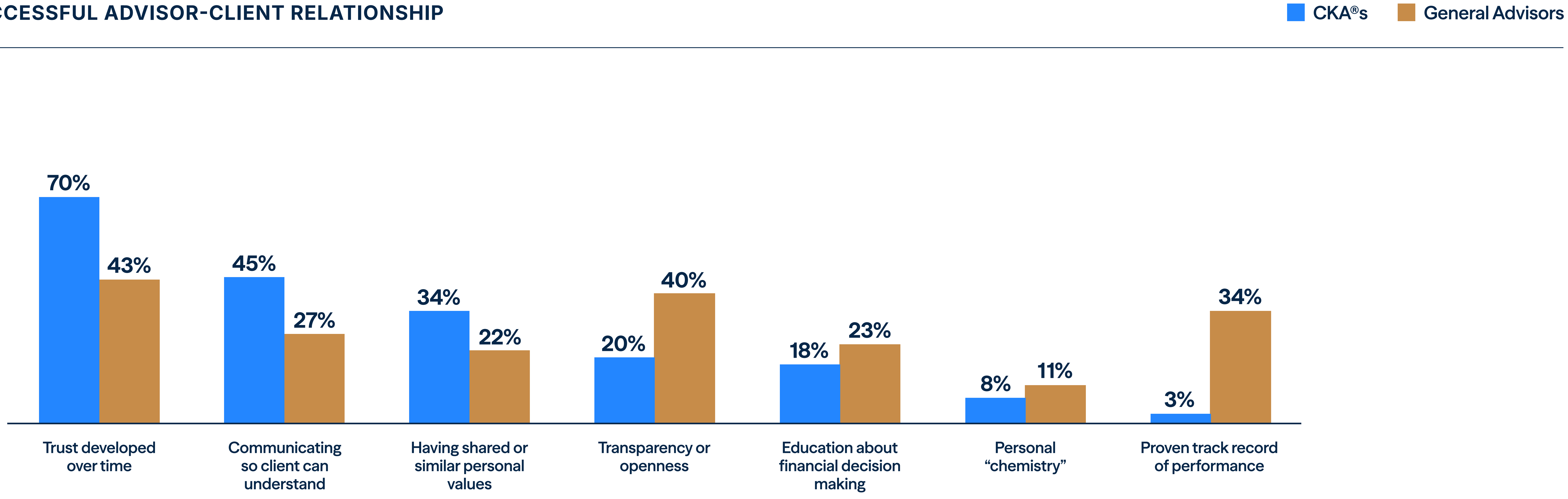


Advisor responses to the same list of factors indicated a similar pattern of response as seen among clients. Non-CKA®s saw some value in developing trust over time (43%), but CKA®s viewed this factor as significantly more important to client relationships than other advisors (70%).

CKA®s indicated that having shared or similar personal values was an important factor (34%), while other advisors were less likely to highlight this factor (22%). Very few CKA®s selected a proven track record of performance as a top factor for a successful client relationship (3%), compared to other advisors (34%).

CKA®s indicated that having shared or similar personal values was an important factor (34%), while other advisors were less likely to highlight this factor (22%).

TOP FACTORS FOR A SUCCESSFUL ADVISOR-CLIENT RELATIONSHIP



ADVISOR-CLIENT RELATIONSHIP

SURVEY QUESTIONS USED IN THIS SECTION

- ↗ How satisfied are you with your current financial advisor?
- ↗ How likely are you to recommend your financial advisor to a friend? Please rate on 0-10 scale, with 0 being “not at all likely to recommend” and 10 being “very likely to recommend.
- ↗ When you initially selected your financial advisor, what was important to you?
- ↗ What are the top two most important factors for a successful relationship with your financial advisor?
- ↗ What are the top two most important factors for a successful relationship between advisor(s) and client(s)?

CONCLUSION

This research provides many indicators of the difference between financial advisors who have the CKA® designation, compared with those who have not studied the CKA® curriculum or met the designation's professional requirements.

The rigorous integration of biblical wisdom into financial planning, as taught in the CKA® curriculum, seeks to enable faith-based advisors to distinguish themselves as uniquely aligned with the needs, worldview, aspirations, and values of Christian clients.

Insights gained through this research indicate this goal is being met in a deep, consistent, and widely observable way among financial advisors who hold the CKA® designation today.

RESEARCH METHODOLOGY

PARTICIPANTS

This research was conducted with four segments of people. Kingdom Advisors worked with Pinkston to develop one survey for Certified Kingdom Advisor® (CKA®) designees and non-CKA®s about their approach and experience working with clients. A second and comparable survey was developed for use with clients of CKA® s and clients of non-CKA®s.

The CKA® survey was conducted from October 6-20, 2025. It was sent to the 1,546 CKA®s who were qualified to offer financial planning and/or investment advice to clients. A total of 326 CKA®s completed the survey, which provided a margin of error of 5% at the 95% confidence level.

The non-CKA® survey was conducted from October 2-22 and December 1-8, 2025. A total of 501 advisors, who had at least one of the following certifications, completed the survey (CFP®, CFA®, ChFC®, CPA, AAMS®, or CIMA®), which provided a margin of error of 5% at the 95% confidence level. These non-CKA®s were sampled and weighted to mirror the profile of CKA®s by both advisor role and company type to increase the accuracy of comparison.

The CKA® client survey was conducted from October 20-December 15, 2025. These clients were invited to participate by CKA®s whose firms did not prohibit the survey from being shared with clients. CKA® clients were also recruited via radio outreach based on their ability to confirm that their advisor had the CKA® designation. A total of 272 financial planning clients with investable assets of at least $100,000 completed this survey about their CKA®, providing a margin of error of 6% at the 95% confidence level.

Separately, Pinkston surveyed 1,088 self-identified financial planning clients, recruited from a research panel, who had a financial advisor and investable assets of at least $100,000. That survey was conducted October 2–8, 2025, with a margin of error of 3% at the 95% confidence level.

DEMOGRAPHICS : ADVISORS

Gender	CKA®s	GENERAL ADVISORS
Male	89%	75%
Female	11%	25%

Age	CKA®s	GENERAL ADVISORS
Under 35	7%	21%
35-49	27%	52%
50+	66%	27%

Regions	CKA®s	GENERAL ADVISORS
Central South	15%	16%
Midwest	30%	18%
Northeast	9%	20%
Southeast	24%	18%
West	15%	28%

Role at Firm	CKA®s	GENERAL ADVISORS
Full-Time Executive	11%	11%
Senior Advisor	72%	74%
Associate Advisor	1%	6%
Financial Planning Specialist	5%	8%
Other	10%	1%

Firm's *Primary* Industry Channel	CKA®s	GENERAL ADVISORS
Independent IRA	44%	43%
Corporate IRA	9%	9%
Broker-Dealer Firm	36%	36%
Wirehouse	4%	4%
Bank/Trust Company	4%	4%
Insurance Broker	1%	1%
Other	2%	2%
Not applicable	1%	1%

Firm's *Secondary* Industry Channel	CKA®s	GENERAL ADVISORS
Independent IRA	5%	13%
Corporate IRA	10%	35%
Broker-Dealer Firm	14%	15%
Wirehouse	3%	4%
Bank/Trust Company	2%	13%
Insurance Broker	11%	10%
Other	4%	3%
Not applicable	51%	7%

DEMOGRAPHICS : CLIENTS

Gender	CKA® CLIENTS	GENERAL CLIENTS
Male	59%	51%
Female	41%	49%

Age	CKA® CLIENTS	GENERAL CLIENTS
18–41	5%	26%
42-65	47%	38%
Older than 65	48%	35%

Regions	CKA® CLIENTS	GENERAL CLIENTS
Central South	9%	13%
Midwest	18%	24%
Northeast	2%	23%
Southeast	58%	22%
West	13%	17%

THE CKA® IMPACT REPORT

Kingdom Advisors®

A Comparative Analysis of Certified Kingdom Advisor® Designees and Other Advisors

Disclosures

This report was published by Kingdom Advisors on April 24, 2026, based on surveys collected and analysis provided by Pinkston. Kingdom Advisors is a nonprofit organization and is not a registered investment advisor. For questions or feedback about this research, please contact us at memberservices@kingdomadvisors.com.