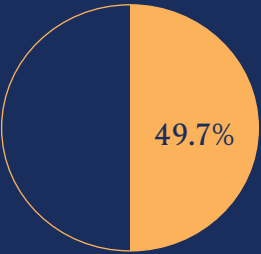


2025

Report on the *Christian* Financial Industry

Firms such as Morgan Stanley, Raymond James, Edward Jones, LPL Financial, Ameriprise, and others are recognizing the value of serving a massive faith-based client segment with custom financial services and advice.

PUBLIC MARKET INVESTMENTS



OR

\$22.4T

HELD BY CHRISTIAN CHURCH MEMBERS

Christian church members hold an estimated 49.7% of the stock, bond, and mutual fund investments in America today, or \$22.4 trillion in public market investments.¹

This presents a significant opportunity to firms that support faith-based advisors and serve this distinct market segment.

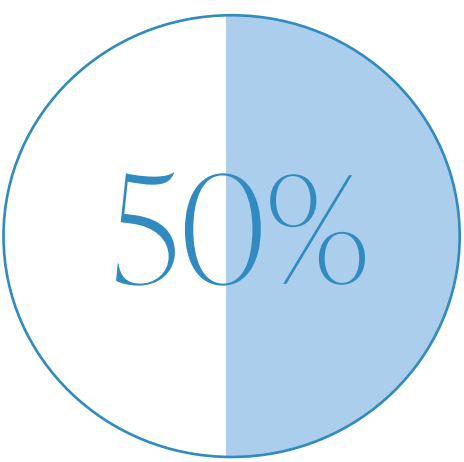
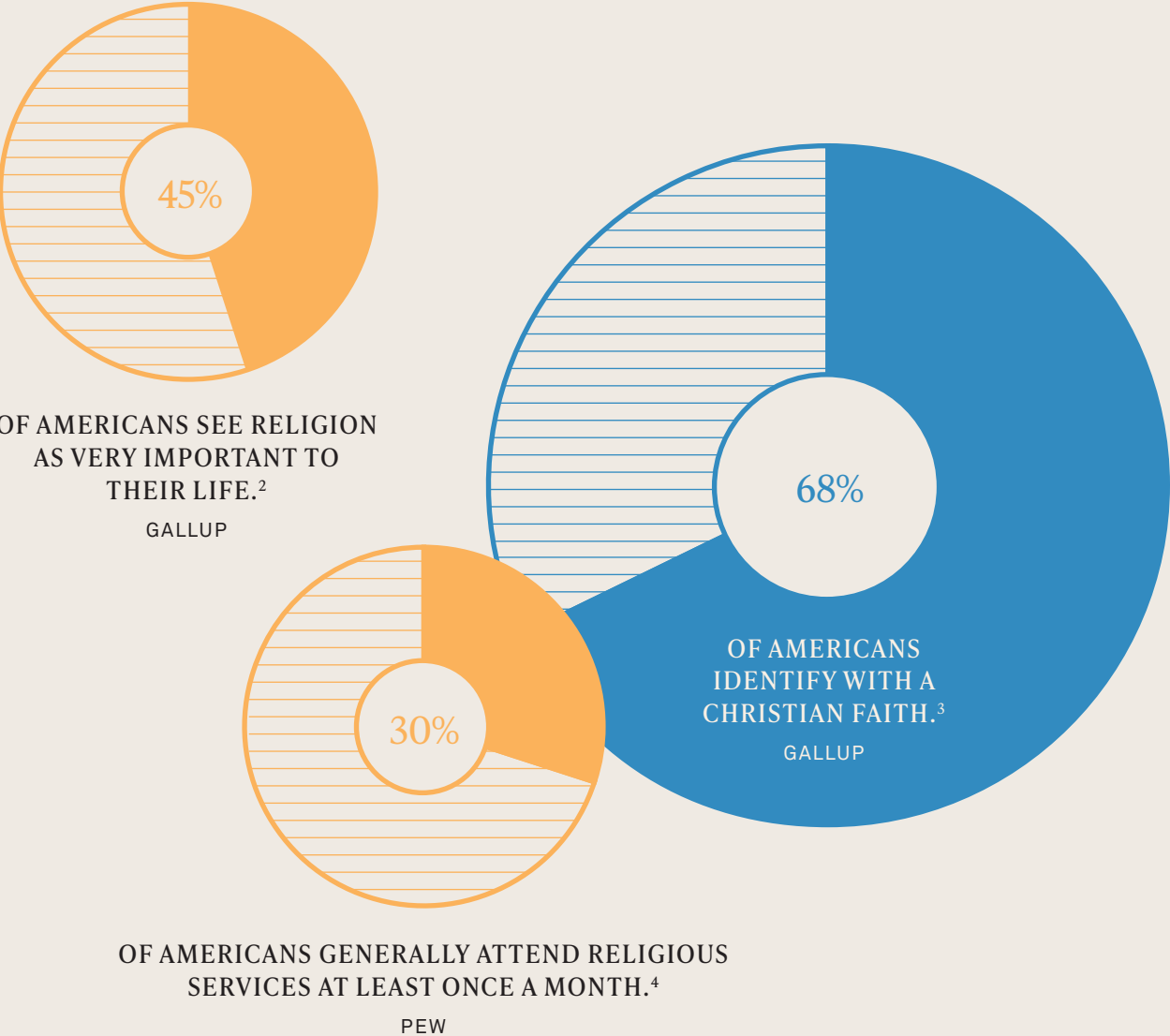


“Clients want to be served in a way that makes sense to them and is consistent with their values—it all comes back to what’s uniquely important to them. We see advisors who serve clients this way tend to acquire more clients and do more financial planning.”

–MIKE GREENE
Senior Vice President, Ameriprise

Christians in America hold significant investable assets. This is an *important market opportunity*.

What do financial firms stand to lose when they do not engage faith-based advisors, clients, and assets?



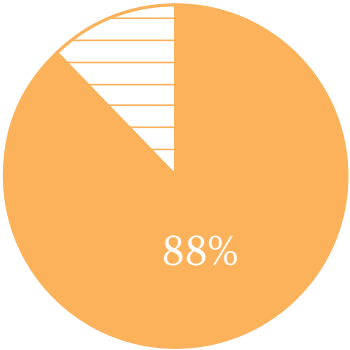
of religiously affiliated, high-net-worth investors say it is very important that their financial advisor shares their religious values.⁵

Christian clients want an advisor who shares their values. Many also want access to faith-based investing.

60,000

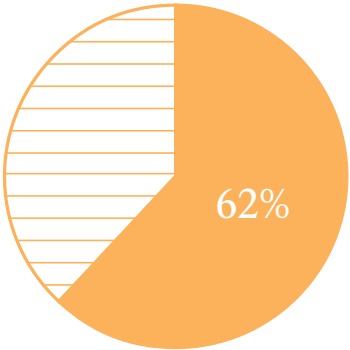
Last year over 60,000 individuals came to Kingdom Advisors looking for a financial advisor aligned with their Christian faith.

THE IMPORTANCE OF VALUES-ALIGNED INVESTING



of Christians with at least \$100,000 to invest are interested in investments that align with their values.

Among those who have an advisor...

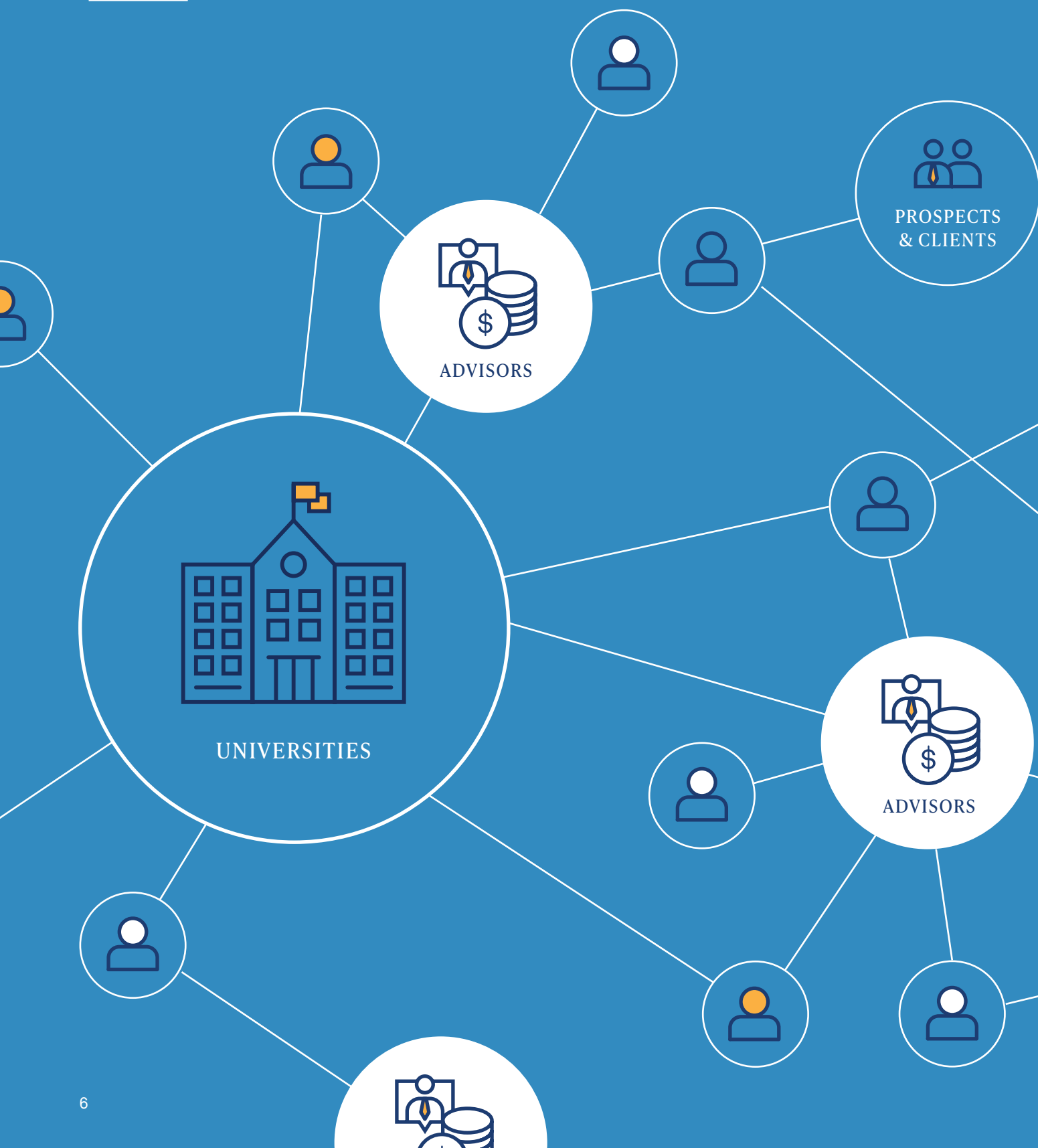


would be willing to change advisors in order to get access to values-aligned investments.⁶

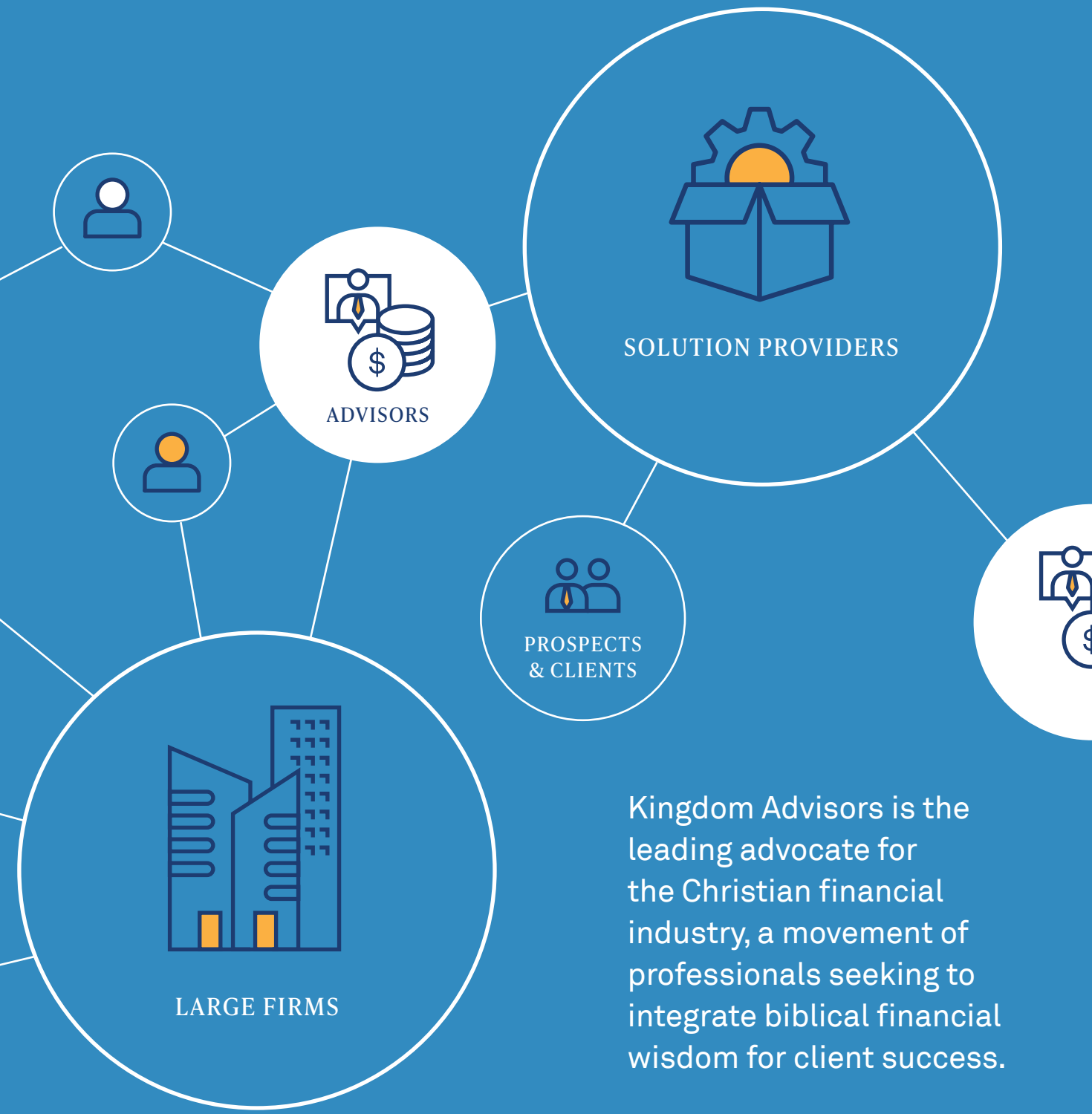
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FOR REFERENCE, THE MORGAN STANLEY SUSTAINABLE SIGNALS (2019) SURVEY INDICATED THAT 84% OF AMERICANS WITH AT LEAST \$100,000 TO INVEST WANTED THEIR INVESTMENTS TO ALIGN WITH THEIR VALUES.⁷

What is the Christian Financial Industry?



The Christian financial industry includes stakeholders such as **universities** training students for biblically wise financial planning, **large firms** supporting communities of Christian advisors, **prospects** and **clients** seeking faith-aligned financial advice, and **solution providers** offering investments, technology, and innovative resources for Christian financial professionals.



Kingdom Advisors is the leading advocate for the Christian financial industry, a movement of professionals seeking to integrate biblical financial wisdom for client success.



“We see faith-based clients increasingly seeking values-based investing guidance. Kingdom Advisors equips advisors to help their clients align investment portfolios with what matters most to them.”

—TIM MACREADY
Founder, Brightlight Impact



“Wisdom of a ‘multitude of counselors’ is found in Kingdom Advisors resources. The annual conference is invaluable for smart commentary, actionable ideas, and networking with like-minded advisors.”

—DAVID BAHNSEN / *CIO, The Bahnsen Group*



“Through the integration of Kingdom Advisors training with our CFP® curriculum, Liberty University is developing faith-driven financial professionals who are in high demand by employers and prepared to make a lasting impact in the lives of the clients they serve.”

—DR. DONDI COSTIN / *Ph.D./President, Liberty University*

For over 20 years,
Kingdom Advisors
has promoted the
advantages of
supporting faith-based
advisors and clients.

1 Deeper Advisor-Client Relationships

Clients want their money to achieve goals informed by their values. Advisors who understand their clients' beliefs and values have greater ability to help them achieve meaningful outcomes.



"Values-based niches are the strongest because of the bond that gets created with the clients."

MICHAEL KITCES / *Planner, Industry Educator*

2 Better Client Retention

Enduring advisor-client relationships are built on sympathetic understanding. Clients who feel their values and beliefs are ignored tend to seek support elsewhere.



"A community built on shared beliefs helps advisors develop personalized, meaningful experiences that reflect their clients' values and foster a strong sense of belonging."

RICH STEINMEIER / *CEO, LPL Financial*

3 Greater Advisor Authenticity

Successful advisors serve clients from a place of authenticity. When advisors feel empowered to engage their own beliefs and values at work, they experience a greater sense of belonging.



"We wanted to make sure the advisor and the client could bring their authentic self to a conversation that started with goals, moved to financial planning, moved to investment management."

BILL WILLIAMS / *EVP, Ameriprise Financial*

4 More Effective Differentiation

Firms that support faith-based advisors expand their client outreach. As advisors bring biblical wisdom and financial expertise together, their clients gain a unique value proposition.



"The CKA® designation perfectly aligns to the emerging industry trend that the future of independent advisors is all about creating differentiated expertise and customized advice services..."

MICHAEL KITCES / *Planner, Industry Educator*

More than 25 large firms have approved the CKA® designation for use by their advisors.⁸

Many of these firms support an advisor community, publish faith-focused content, and offer faith-based investments as illustrated in the examples below.

1

The Christian Focus Group (CFG) at **Morgan Stanley** was established in 2006 and has over 400 advisors connected with this community. In 2023, Morgan Stanley published a client resource on Christian principles of investing and giving titled *Investing and Giving in Alignment With Christian Values: Blessed to Be a Blessing*.

“...this guide seeks to serve as a roadmap for Christian investors considering their stewardship of wealth. That stewardship may include an examination of how one’s faith informs personal values and principles around investing and giving, as well as how the tools and resources at Morgan Stanley can aid implementation.”⁹

✓ Advisors at Morgan Stanley are approved to earn and use the CKA® designation.

2

The **LPL**-Kingdom Advisors Community was established in 2016 and currently has over 1,800 advisors connected with this community. In 2022, LPL launched two faith-based investing models called Biblically Responsible Equity and Biblically Responsible Fixed Income, Model Wealth Portfolios.

Using a researched universe of faith-based mutual funds, these core investment strategies are available to all LPL advisors. As noted on the fact sheet, they “leverage the LPL Research strategic asset allocation, implemented with fund managers adhering to faith-based principles.”¹⁰

✓ Advisors at LPL Financial are approved to earn and use the CKA® designation.

3

The Christian Franchise Advisor Network (CFAN) at **Ameriprise** was established in 2006 and currently has over 1,200 advisors connected with this community. Ameriprise offers “A Perspective of Stewardship” in its recruiting of faith-based advisors, and CFAN offers a comprehensive training and resource platform for faith-based advisors.

✓ Advisors at Ameriprise are approved to earn and use the CKA® designation.

4

The Kingdom Advisors network at **Edward Jones** was established in 2023 and has grown quickly to connect with hundreds of advisors. By April 2025, over 135 advisors at Edward Jones had earned the Certified Kingdom Advisor® designation, and over 100 more were studying to earn it. As with all their approved designations, Edward Jones will reimburse the cost for advisors who complete the CKA®.

✓ Advisors at Edward Jones are approved to earn and use the CKA® designation.

5

The Christian Financial Advisor Community (CFAC) at **Raymond James** was established in 2019 and currently has over 500 advisors connected with this community. Raymond James supports their advisors by providing faith-based investing options, educating advisors on faith-based investing strategies, and collaborating with CFAC on events throughout the year as part of their diverse advisor network.

✓ Advisors at Raymond James are approved to earn and use the CKA® designation.

How does Kingdom Advisors *support* large firms?



GROWTH

Kingdom Advisors elevates a firm’s goals in recruiting, retention, and belonging by providing the CKA® designation, monthly CE opportunities, local advisor Study Groups, and support for your advisor community. We offer sponsorship opportunities and networking with 2,650+ attendees at our annual Redeeming Money conference in Orlando each February.



RESOURCES

We offer industry-leading educational resources for advisors and compliance-aware marketing for use with clients. Firms can leverage our 20 years of industry leadership to help develop in-house educational tools for advisors who care about faith-focused financial planning and investing.



CONSULTATION

Our team consults with executive and operational leaders about implementing their faith-based advisor strategy, whether that involves investment management, continuing education, compliance, or advisor inclusion initiatives. Our nonprofit status and Professional Commitments enable us to promote the success of firms across the industry without a conflict of interest.



NEXT-GEN

As the industry grapples with a wave of retiring advisors, we work with leading universities to fill the talent gap. Nine Christian colleges and universities offer a combined CFP®/CKA® program to fast-track students into financial planning careers using technical excellence integrated with a biblical worldview. These graduates have proven to be in high demand with many firms and advisor teams.

NEXT STEPS

What *strategic step* will your firm take next?

1

CKA® DESIGNATION

Begin a conversation to approve the CKA® designation and support those who wish to obtain it.

2

FAITH-BASED INVESTING

Develop your ability to offer values-aligned investments to your advisors and clients.

3

CHRISTIAN ADVISOR COMMUNITY

Recognize an existing Christian advisor community alongside other diverse advisor groups.

4

RELATIONSHIP MEETINGS

Engage a conversation with senior leaders at Kingdom Advisors to enact your strategic plan.

5

TALENT ACQUISITION

Recruit faith-focused students at the Redeeming Money conference (over 250 students from 25 schools attended in 2025).

6

KINGDOM ADVISORS SPONSORSHIP

Engage our Sponsors program to reach attendees at the Redeeming Money conference.

Ready to take the *next step*?

Reach out to Kingdom Advisors at largefirms@kingdomadvisors.com

As the leading advocate for the Christian financial industry, *Kingdom Advisors* has over 3,800 professional members and 1,750 CKA® designees serving clients across the wealth spectrum in all 50 states.



Kingdom Advisors grants the Certified Kingdom Advisor® (CKA®) designation to financial professionals who meet high standards in integrity, character, and competence, and have completed rigorous training about financial advice that aligns with the values and priorities of Christian clients.

WHAT IS THE CERTIFIED KINGDOM ADVISOR® DESIGNATION?

The training component of the CKA® designation is a university-based program with over 60 hours of content and a 3-hour proctored exam.

The program is approved for 28 hours of industry continuing education credits (CFP®, Investments and Wealth Institute, and American College designations) and includes 20 training modules on topics such as financial stewardship, generosity and charitable giving, financial lifestyle, debt, taxes, insurance, retirement, life planning, goal setting, wealth transfer, legacy planning, leadership, and family financial planning.

Kingdom Advisors requires all CKA® designees to attest to their compliance with a set of ethical principles, rules, and standards in order to use the CKA® designation. CKA® designees are required to complete 10 hours of annual continuing education, and Kingdom Advisors maintains a public disciplinary process. The CKA® designation has been offered since 2005.

WHAT ARE OUR PROFESSIONAL COMMITMENTS?

1

Kingdom Advisors is an education and training organization for Christian financial professionals. Our mission is to equip advisors to understand the values of their clients, so they can offer financial advice and solutions that align with those beliefs. We do not teach on topics outside the scope of this mission.

2

Kingdom Advisors supports a broad community of Christian financial professionals and does not take a position on political issues, as we have a long-standing commitment to political neutrality.

3

Kingdom Advisors stands against religious affinity fraud and violations of client trust. We require our Certified Kingdom Advisor® designees to be in good standing with FINRA and/or the SEC and enforce a disciplinary process for the ethical standards of the CKA® designation.

4

Kingdom Advisors teaches the importance of investing from a biblical perspective without endorsing or requiring advisors to use a particular investment strategy. We are not a registered investment advisor and do not manage, direct, or advise any investment assets.

“The CKA® designation perfectly aligns to the emerging industry trend that the future of independent advisors is all about creating differentiated expertise and customized advice services.”

MICHAEL KITCES
*Planner, Industry
Educator*

ENDNOTES

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