

# The RFMP Certification Program Survey



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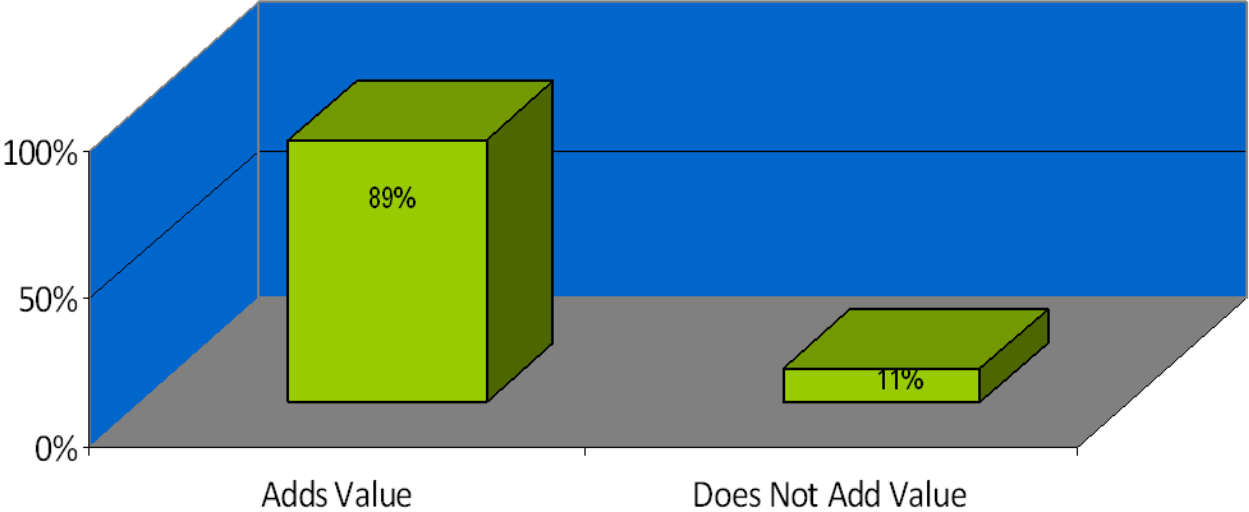
# 79%

Percentage of respondents  
who were familiar with the  
PRSM certification program



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# Do Certification Programs Add Value?



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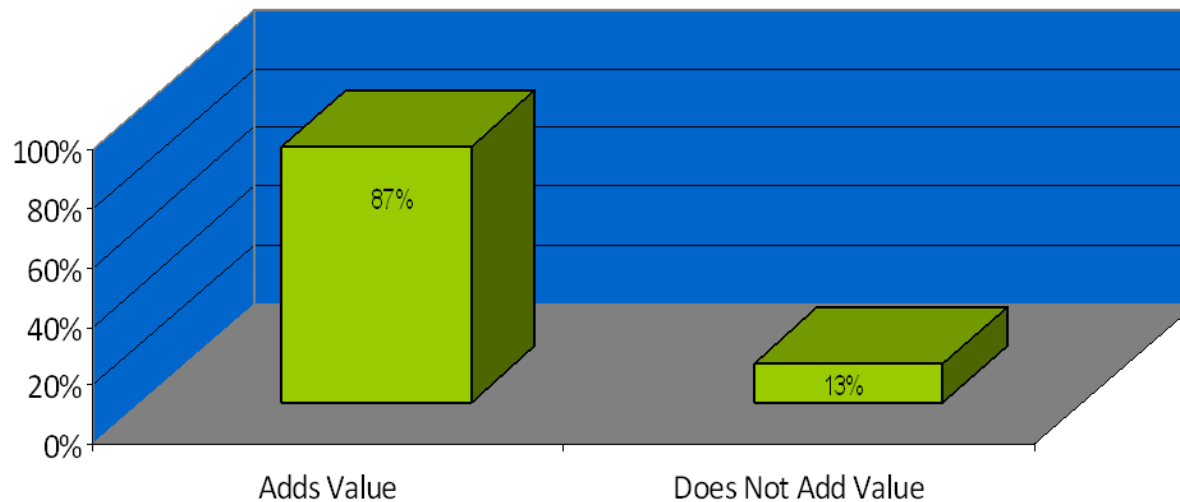
## Top 3 Benefits of Certification Programs (In General)

Recognition of Experience & Knowledge / Credibility	<b>31%</b>
Professional Development / Education	<b>20%</b>
Benchmarking / Advancement of the Profession	<b>17%</b>



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## Does the PRSM Certification Program Add Value?



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## Top 3 Benefits of the PRSM Certification Program

Industry Knowledge / Career Advancement / Professionalism

**36%**

Professional Development / Education

**20%**

Recognition of Experience & Knowledge / Credibility

**20%**



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## Comparison of Responses - Top 3 Benefits of Certification Programs

Certification, In General	PRSM Certification Program
Recognition / Credibility	Industry Knowledge / Career Advancement
Industry Knowledge / Career Advancement	Professional Development / Education
Professional Development / Education	Recognition / Credibility



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## Professional Designations Currently Held by Respondents

None	62%
RFMP	16%
Miscellaneous Licenses (P.E., A/C and Refrigeration, etc.)	14%
PMI (Project Management Institute)	4%
IFMA	1%
RPA / BOMA	1%



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- **54%** . . . Percentage who reported that they or a member of their team planned to pursue the RFMP designation
- **16%** . . . Percentage who reported that they or a member of their team already hold the RFMP designation



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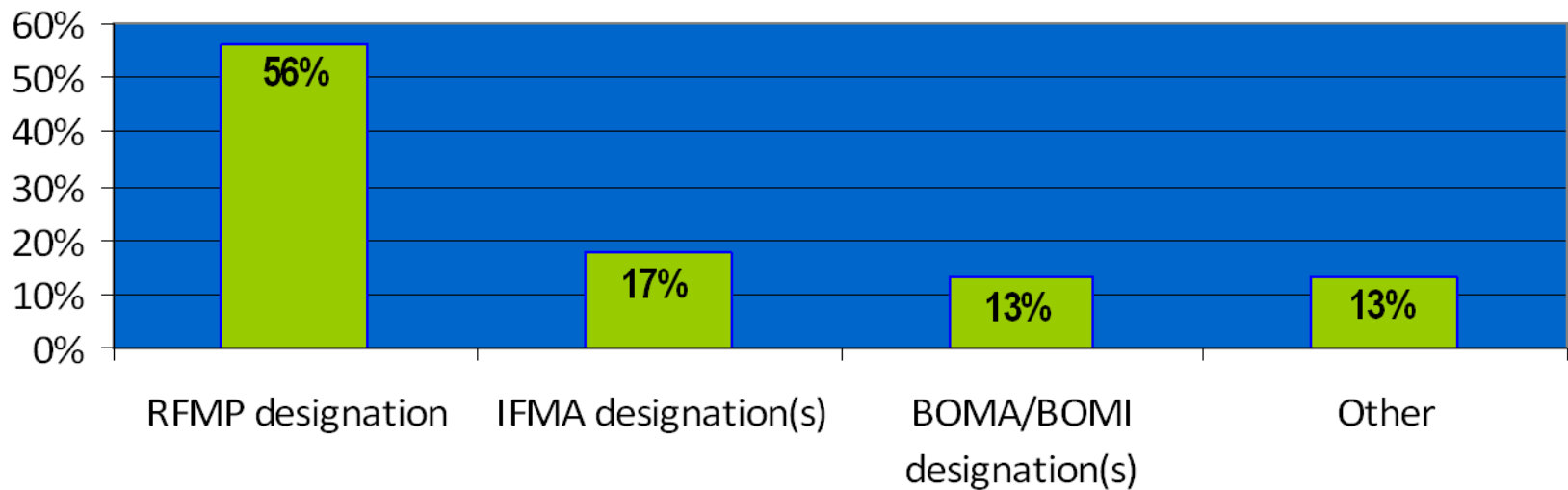
# 60%

**Percentage of respondents who reported that they would be more apt to hire or interview candidates with the RFMP designation over similar candidates without the designation**



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## Desired Designations (As Reported by Respondents)



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# 51%

Percentage of respondents who believe a vendor who takes the time to achieve this designation is better qualified to service retailers because of their overall knowledge



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