



## **AFC® (Accredited Financial Counselor®) Certification Program**

### **Registration Guidelines for the Education Program**

*Registration as an AFCPE® Approved Education Program provides students with the opportunity to obtain the AFC at a deeply discounted rate. The price to complete the traditional program is \$1,300, but students at an AFCPE Approved Education Program are eligible to challenge the exam for a total amount of just \$465.*

#### **AFCPE Mission**

To ensure the highest level of knowledge, skill, and integrity of the personal finance profession by certifying, connecting and supporting diverse and capable professionals who serve communities worldwide.

#### **AFCPE Vision**

A future where all people — regardless of income or background — are empowered to achieve lasting financial well-being through the highest standards of financial counseling, coaching, and education.

#### **Program Guidelines**

- All AFCPE Approved Education Programs must be post-secondary institutions accredited by one of the six regional accrediting agencies recognized by the Department of Education, and all coursework should be, at a minimum, at an Undergraduate level of study.
- The Supervising Professor, a faculty member of the College/University, must be an AFC® in good standing or have a graduate level degree in financial planning, financial counseling or other degree approved in writing by AFCPE on a case-by-case basis.
- Coursework must cover subject areas corresponding to the core competencies required to sit for the AFC® certification exam (6 credit hour minimum requirement).

- Required curriculum should be within a program that supports student development in personal finance, debt management, and counseling skills through additional coursework and/or other educational or experiential opportunities.
- Programs interested in becoming an AFCPE Approved Education Program may apply by completing the "Initial Application: AFCPE Approved Education Program" form below and submitting to [sparrish@afcpe.org](mailto:sparrish@afcpe.org).
- AFCPE Approved Education Programs are required to renew every five years and report any substantive changes to programs and curriculum between renewal periods.

### Student Requirements:

- Education:
  - Complete coursework in an AFCPE® Approved Education Program.
- Exam:
  - Register for AFC® certification through AFCPE and pass the AFC certification exam.
- Experience:
  - Acquire 1,000 hours of relevant financial counseling/education experience.
  - Submit three letters of reference attesting to professional competence – one each from a supervisor, a colleague, and a client.
- Ethics:
  - Sign and agree to abide by the AFC Code of Ethics.
  - Maintain AFC certification by paying fees and completing required continuing education.

### Certification Process

**Register with AFCPE®:** Once a student has completed the required coursework at an AFCPE Approved Education Program, they may register for AFC® certification through the myAFCPE online system at [www.my.afcpe.org](http://www.my.afcpe.org). They will be required to upload a copy of their transcript for verification of their eligibility and pay the initial registration fee (currently \$50, but subject to change at any time at AFCPE's sole discretion). While there is no requirement to do so, students may elect to order a study guide or participate in a review program to prepare for the exam when they register.

**Schedule the AFC® Certification Exam:** After a student's registration has been processed and eligibility verified, the student may schedule a time to take the AFC certification exam. To do so, they must return to their myAFCPE account and pay the exam fee (currently discounted to \$415). Within three days of paying the exam fee, they will receive communication from the Exam Proctor with scheduling instructions. The exam may be taken on a date convenient for the student but will be subject to date/time availability of the Exam Proctor and the chosen testing site.

**Pass the AFC® Certification Exam:** The AFC certification exam consists of 1 comprehensive exam covering all competencies determined through the most recent AFCPE® Job Analysis. The computerized exam contains 165 multiple choice questions designed to test recall skills and the candidate's ability to apply knowledge, interpret data and solve problems. Candidates are given 3 hours to complete the exam. (For additional information see the AFCPE Candidate Handbook available on our [website](#).)

**Attain the Required Experience:** All candidates must attain 1,000 hours of relevant financial counseling/education experience. Experience may be either paid or volunteer but must be specific to personal or family finance. Experience may be obtained in conjunction with exam preparation or following successful completion of the exam, as long as all requirements are completed within the designated timeframe. Students may also include relevant hours obtained up to 2 years before registering for AFC® Certification.

**Reporting and Completing within Time Constraints:** After passing the exam and attaining the experience hours, students must report their experience and agree to the Code of Ethics through their myAFCPE account. From the date of registration in the AFC® certification program, students have three years to complete all requirements for AFC certification.



**Initial Application**  
**AFCPE<sup>®</sup> Approved Education Program**

Date of Application: \_\_\_\_\_  
(mm/dd/yyyy)

**Program Profile:**

**Program Information:**

Institution Name: \_\_\_\_\_

Full Degree/Program Title: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Website: \_\_\_\_\_

Accreditation Status/Agency: \_\_\_\_\_

**Program Type:**

- Undergraduate                       Graduate                       Certificate Program

**Program Length:**

Number of courses in your program: \_\_\_\_\_ Number of weeks of each course: \_\_\_\_\_

**Program Delivery Method:**

- Classroom
- Distance Learning
- Self-Study (text-based)
- Hybrid (classroom and distance)

**Contact Information:**

**Supervising Professor (Primary Contact):**

This information will be listed on AFCPE® website as a point of contact for students and other interested parties

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Degrees and Designations/Certifications: \_\_\_\_\_

\_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_

**Program Director (Dean, Department Chair, etc.):**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Degrees and Designations/Certifications: \_\_\_\_\_

\_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_

**Other Contacts (optional):**

Name:	Title:	Email:	Phone:

**Core Curriculum:**

At a minimum, College/University coursework must address subject areas that match the AFC® Program Competencies. Provide information below on all courses that students will be required to take in order to satisfy this criteria and be eligible to sit for the AFC certification exam.

**Course Summary:**

Include with your application a detailed syllabus for each course in this section. The detailed syllabus should include instructor information, required/recommended texts, expected learning outcomes, and a description of assessment methods.

Course Number	Course Title	Credit Hours	Instructor	Syllabus Submitted
				Y/N
				Y/N
				Y/N
				Y/N
				Y/N
				Y/N
				Y/N

**Course Detail:**

Course #: \_\_\_\_\_

Course Title: \_\_\_\_\_

General Subjects Covered: \_\_\_\_\_

Required Text(s) with Edition/year: \_\_\_\_\_

Instructor Name and Title: \_\_\_\_\_

Degrees and Designations/Certifications: \_\_\_\_\_

\_\_\_\_\_

Course #: \_\_\_\_\_

Course Title: \_\_\_\_\_

General Subjects Covered: \_\_\_\_\_

Required Text(s) with Edition/year: \_\_\_\_\_

Instructor Name and Title: \_\_\_\_\_

Degrees and Designations/Certifications: \_\_\_\_\_

\_\_\_\_\_

Course #: \_\_\_\_\_

Course Title: \_\_\_\_\_

General Subjects Covered: \_\_\_\_\_

Required Text(s) with Edition/year: \_\_\_\_\_

Instructor Name and Title: \_\_\_\_\_

Degrees and Designations/Certifications: \_\_\_\_\_

\_\_\_\_\_

Course #: \_\_\_\_\_

Course Title: \_\_\_\_\_

General Subjects Covered: \_\_\_\_\_

Required Text(s) with Edition/year: \_\_\_\_\_

Instructor Name and Title: \_\_\_\_\_

Degrees and Designations/Certifications: \_\_\_\_\_

\_\_\_\_\_

Course #: \_\_\_\_\_

Course Title: \_\_\_\_\_

General Subjects Covered: \_\_\_\_\_

Required Text(s) with Edition/year: \_\_\_\_\_

Instructor Name and Title: \_\_\_\_\_

Degrees and Designations/Certifications: \_\_\_\_\_

\_\_\_\_\_

**AFC® Program Competencies:**

Indicate which course(s) addresses each subject area corresponding to the AFC program competencies listed below (the courses in this section should match those listed in the previous section):

<b>Establishing Client Engagement</b>	<b>Course Number</b>
Counseling Environment	
Client Information	
Strategic Counseling Plan	



<b>Creating Action Plan</b>	<b>Course Number</b>
Establishing Goals	
Identify Strategies to Attain Goals	

<b>Financial Statements, Ratios and Spending Plans</b>	<b>Course Number</b>
Cash Flow Statement	
Net Worth Statement	
Financial Ratios	
Spending Plans	

<b>Money Management</b>	<b>Course Number</b>
Financial Services	
Basic Tax Management	
Employment Considerations	

<b>Credit and Debt Management</b>	<b>Course Number</b>
Uses of Credit	
Credit Reports and Scores	
Credit Products	
Debt Management	

<b>Consumer Protection</b>	<b>Course Number</b>
Consumer Rights and Responsibilities	
Identity Theft	
Investor Protection	

<b>Educating a Client on Major Acquisitions</b>	<b>Course Number</b>
Property Acquisition	
Renting or Buying Home	
Selling a Home	

<b>Risk Management</b>	<b>Course Number</b>
Financial Risks	
Insurance Products	

<b>Investment Basics</b>	<b>Course Number</b>
Investment Fundamentals	
Investment Choices: Stocks/Bonds/Mutual Funds/High-Risk Investments	

<b>Retirement</b>	<b>Course Number</b>
Retirement Calculation	
Tax-sheltered Retirement Accounts	
Retirement Income Sources: Social Security, Retirement Plan, Annuities, etc.	

<b>Estate Planning</b>	<b>Course Number</b>
Wills, Trusts, Advanced Directives	
Estate Planning Process	
Estate Planning Issues	
Documentation	
Legal Assistance	



## Program Supports (Cont.):

### **Description of Opportunities:**

Describe other opportunities/programming that support student development in areas of personal finance, counseling, or debt management (e.g., Student Money Management Centers, Community Outreach, Involvement with Professional Associations, etc.).

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## AFCPE<sup>®</sup> Approved Education Program Agreement

This agreement, made and entered into as of this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_\_  
("Agreement"), is by and between the Association for Financial Counseling and Planning  
Education<sup>®</sup>, a Delaware nonprofit corporation located at 79 S. State Street, Suite D3, Westerville,  
OH 43081 ("AFCPE<sup>®</sup>" or "Association") and **[INSERT OTHER PARTY/UNIVERSITY NAME]**,  
located at **[INSERT OTHER PARTY'S ADDRESS]** ("Education Program").

### TERMS AND CONDITIONS

Permissions: Upon acceptance of the AFCPE Approved Education Program Initial Application or  
Renewal Application ("Application") by AFCPE, the Education Program is granted permission to use  
the AFCPE Approved Education Program logo and the AFC<sup>®</sup> Marks in coordination with promoting  
or providing educational services and programs. These permissions are subject to the terms and  
conditions of this Agreement.

Terms of Use: In all communications, promotions and other uses, Education Program will conform  
to the requirements outlined in the guidelines for use of (1) AFCPE Approved Education Program  
logo and (2) AFC marks provided to the Education Program upon approval of the Application by  
AFCPE. AFCPE reserves the right to terminate at any time approval for Education Program to use  
the AFCPE Approved Education Program logo and the AFC marks if the quality or content of  
curriculum ceases to meet the requirements defined by AFCPE. This Agreement shall not be  
construed or interpreted as granting or conferring upon the Education Program, expressly, impliedly,  
or otherwise, any ownership rights in the AFC marks or the AFCPE Approved Education Program  
logo. The AFC markets and the AFCPE Approved Education logo shall remain the exclusive property  
of AFCPE, and the Education Program agrees that use of such marks is permitted subject to  
AFCPE's ownership rights in the marks and, further, is subject to all relevant intellectual property  
rights of AFCPE, including but not limited to the relevant laws governing designs, trademarks,  
copyrights, and unfair competition.

Trademark Use: AFCPE®'s certification marks represent the highest standards of excellence in the field of financial counseling and are valuable assets of AFCPE. Professionals authorized by AFCPE to use its certification marks benefit from both our long history of high ethical and educational standards and the public recognition of AFCPE's certification marks as symbols of professional accomplishment. Please help uphold the value of the trademarks by adhering to strict use and reproduction guidelines\*.

### **AFC® (ACCREDITED FINANCIAL COUNSELOR)**

- Always use capital letters.
- Use the superscript ® symbol on the first occurrence.
- Can be used alone, or with one of AFCPE®-approved nouns: "program," "certificant," "professional," "practitioner," "certification," "mark" or "exam."

\*Read the comprehensive [AFCPE Trademark Guidelines](#) for proper use of the AFCPE certification marks.

Responsibilities: Education Program shall (1) maintain the integrity and rigor of core curriculum (2) notify AFCPE of substantial changes to curriculum or any change to Supervising Professor and (3) encourage interested and eligible students to register in and complete the AFC certification program.

Penalties: University shall renew program approval every five years with the next renewal period being calendar year 2020. Should renewal application not be completed, University will lose the AFCPE® Approved University status for the program and shall not use the name, logo, or any other identifying information of Association or Program for any purpose including press releases, presentations or other communications without prior written consent of Association.; excepting Force Majeure Events described later herein.

Intellectual Property and Publicity: AFCPE® will own all right, title, and interest in and to any Intellectual Property created or developed prior to this partnership. This includes AFCPE certification and post-certification programs, trademarks, service marks, trade names, trade dress, inventions, discoveries, trade secrets, works of authorship, copyrights, rights of publicity, rights of privacy and all other forms of intellectual property protected by law and embodiments thereof. University will not use, integrate or otherwise incorporate Association's materials into their existing curriculum for separate use.

Recordkeeping and Reporting:

(a) University shall maintain complete and accurate working papers concerning the AFCPE® program in its principal offices in accordance with its normal procedures.

(b) Upon request, the University shall supply to AFCPE all information reasonably requested during the program. During ordinary business hours, AFCPE or its authorized representatives shall have access to all working papers, records, and materials in the University's offices regarding the Program.

(c) Upon termination of this Agreement for any reason, University shall, without additional cost or demand from AFCPE, deliver to AFCPE in an orderly and expeditious manner (i) all information, records, documentation, data, and other property in University's possession supplied by AFCPE in connection with the Program and (ii) information, records, documentation, reports, and data in University's possession prepared by University for AFCPE in connection with the Program (except that one copy of the information, records, documentation, data, and other property set forth in the foregoing clauses (i) and (ii) may be retained by University for its records). This subsection shall survive the expiration or termination of this Agreement.

Status of Parties: In connection with this collaboration, University is acting as an approved program provider and not in any other capacity, with duties owing solely to AFCPE®.

Nothing in this Agreement shall be construed to create a joint venture, partnership, association, or other affiliation or similar relationship between the parties, it being specifically agreed that the relationship between the parties is and shall remain that of independent parties to a contractual relationship as set forth in this agreement. No party shall have the right or authority to assume or create any obligation on behalf of the other party.

Termination: This Agreement may be terminated in the following instances:

(a) This Agreement may be terminated by either party upon written notice if the other party breaches any material term of condition of this Agreement and such breach remains uncured thirty (30) days after receipt by the breaching party of written notice identifying the breach from the other party;

(b) The Association may terminate this Agreement immediately upon written notice to University at any time that the University fails to meet a deadline.

Independent Principals: The parties are independent principals in all relationships and actions under and contemplated by this Agreement. This Agreement will not be construed to create any employment relationship, partnership, joint venture, or agency relationship between the parties, or to authorize any party to enter into any commitment of agreement binding the other.

Confidentiality: Each of the University and Association may disclose information it considers confidential to the other to facilitate the Program. Each party shall use all reasonable efforts to treat and keep confidential, and cause its officers, employees, agents, and subcontractors or other persons involved with the Program to treat and keep confidential, any such information marked "Confidential" received by it from the other party. Such reasonable efforts will be no less than the efforts used by the recipients to protect its own confidential information, but in no event less than a reasonable effort given the nature of the confidential information. The obligation to keep information confidential shall not apply when the recipient had possession of the information before being provided with the same by the disclosing party, when the information becomes public knowledge through no fault of the recipient, when the information is received by the recipient from a third party without the recipient having a duty of confidentiality, when the recipient is ordered by judicial or administrative process to disclose any or all of the information, or if the discloser gives prior written consent to the discloser.

Limit of Commitment: Unless otherwise stated in writing, this Program is made with the understanding that the Association has no other obligation to provide other additional support to the University.

Non-Waiver: Any failure by any party to detect, protest, or remedy any breach of this Agreement will not constitute a waiver or impairment of any such term or condition, or right of such party at any time to avail itself of such remedies it may have for any breach or breaches of such terms or conditions.

Severability: If any provision hereof is declared invalid by a court of competent jurisdiction, such provision will be ineffective only to the extent of such invalidity, so that the remainder of that provision and all remaining provisions of this Agreement will continue in full force and effect.

Force Majeure: No party will be in default by reason of any failure in performance of this agreement if such failure arises, directly or indirectly, out of causes reasonably beyond the direct control or foreseeability of such party, including but not limited to, acts of God or of a public enemy, U.S. or foreign governmental acts in either a sovereign or contractual capacity, labor, fire, flood, epidemic, strikes, and/or freights embargoes (a "Force Majeure Event"). Such failure in performance shall be excused for as long as (a) such Force Majeure Event continues and (b) the non-performing party



continues to use its best efforts to recommence performance whenever and to whatever extent possible without delay. The non-performing party shall immediately notify the other party of the occurrence of the Force Majeure Event and describe in reasonable detail the nature of the Force Majeure Event. Notwithstanding the foregoing, if any Force Majeure Event continues beyond ninety (90) days, the Association shall have the right to terminate this agreement by providing written notice to the University.

Governing law and Jurisdiction, Arbitration: This Agreement shall be governed by, construed, and interpreted in accordance with the laws of the State of New York without regard to its rules governing conflict of law. The party asserting a dispute will advise the other party and the parties will thereafter attempt to resolve the claim by negotiation. All disputed matters that cannot be resolved by the parties through negotiation will be settled by binding arbitration in accordance with the rules and procedures of the American Arbitration Association; provided, however, that (a) for a controversy, claim or dispute involving an amount of less the \$250,000, such matter shall be decided by a single arbitrator appointed jointly by the parties, and (b) for controversy, claim or dispute involving an amount of \$250,000, or more, such matter shall be decided by a three-arbitrator panel jointly appointed by the parties. In any event, (1) submission of any claim, dispute, controversy or other matter in questions to the American Arbitration Association shall not be required if the parties agree upon another arbitration forum, (2) the parties may pursue judicial or other remedies for infringement of a registered patent, trademark, service mark or copyright or other intellectual property right, (3) the parties shall not submit claims for punitive damages, and do hereby waive any right to same, and (4) the arbitrators shall not be authorized to award punitive damages. The arbitrator(s) may (but shall not be obligated to) include in any determination that the unsuccessful party in any action or proceeding, shall pay for all costs, expenses and reasonable attorney's fees incurred by the prevailing party or its agents or both in enforcing the terms and conditions of this Agreement. The term "prevailing party" as use herein will include, without limitation, a party who utilizes legal counsel and brings an action against the other party by reason of the other party's breach or default and obtains substantially the relief sought. The arbitration proceeding shall be held in the State of New York, unless otherwise agreed by the arbitrators or the parties.

Counterparts: This Agreement may be executed in one or more counterparts (including facsimile), each of which shall be deemed an original, and such counterparts together shall constitute but one and the same instrument; provided that in the event facsimile counterparts are exchanged, the parties will exchange originals via overnight courier within three days of the exchange of the facsimile counterparts.

Term and Termination: This Agreement shall become effective as of the date first stated below, and shall remain in effect until December 2020 (the "Initial Term"), unless earlier terminated by AFCPE

in accordance with this provision. AFCPE may terminate this Agreement at any time by providing ninety (90) days advance written notice to Education Program. In the event that AFCPE exercises its right to terminate the Agreement prior to the expiration of the Initial Term (or the Renewal Term, as defined below), the Parties agree to cooperate and work together to allow Education Program's current students (as of the date of AFCPE's notice of termination) to complete the AFC certification prerequisites and take the AFC certification exam at the discounted rate. Unless earlier terminated by AFCPE, Education Program may, prior to the expiration of the Initial Term (i.e., December, 2020), renew program approval for additional successive five (5) year terms (the "Renewal Term") by submitting the renewal application during the Renewal Period (as defined below) and paying the accompanying fee, which is subject to change at any time at AFCPE's sole discretion. The next "Renewal Period" will take place during fall of 2020, prior to the expiration of the Initial Term. Should Education Program fail to submit a renewal application prior to the expiration of the Initial Term, this Agreement shall automatically expire and Education Program shall immediately lose AFCPE Approved Education Program status and shall not use the name, logo, or any other identifying information of Association for any purpose including press releases, presentations, promotional materials or other communications without prior written consent of AFCPE. AFCPE retains the same termination rights described in this provision during the Renewal Term.

Notice: All notices required by this Agreement or otherwise shall be in writing, sent to the attention of the following:

For AFCPE: Rebecca Wiggins, Executive Director  
Association for Financial Counseling & Planning Education  
79 S. State Street, Suite D3  
Westerville, OH 43081

For Education Program: **[INSERT CONTACT NAME]**  
**[INSERT ADDRESS]**  
**[INSERT ADDRESS]**  
**[INSERT ADDRESS]**

or at such other address as a Party may indicate in writing. Notices shall be deemed given on the earliest of the date received, two (2) business days after delivery to a nationally recognized overnight courier, five (5) business days after proper mailing, or the date that receipt of such notice is rejected or refused. Notwithstanding the foregoing, notices may be sent by ordinary mail.

Independent Contractor: Education Program acknowledges that it is an independent contractor and that AFCPE has no control over or ownership interest in any of the Education Program's facilities

that will be utilized in providing the AFCPE Approved Education Program. This Agreement will not be construed to create any employment relationship, partnership, joint venture, association, agency relationship, or other affiliation or similar relationship between the Parties, or to authorize any Party to enter into any commitment of agreement binding the other.

Indemnification: The Education Program covenants and agrees to defend, indemnify and hold harmless AFCPE and its directors, officers, employees, agents, and affiliates from and against any and all third party claims, actions, suits, demands, damages, obligations, settlements, judgments, awards and expenses related thereto (including court costs and reasonable fees of attorneys and other professionals) arising out of or related to: 1) services provided by the Education Program, 2) any breach of this Agreement by Education Program, 3) the negligence or willful misconduct of the Education Program or its agents and representatives, in the performance of this Agreement.

IN WITNESS WHEREOF, this Agreement has been executed by the duly authorized representatives of the parties.

**AFCPE**

**EDUCATION PROGRAM**

By: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

## Application Payment:

**One-time AFCPE Approved Education Program Application Review fee: \$200**

MasterCard/Visa/American Express OR Check # \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Cardholder E-mail: \_\_\_\_\_