You can be part of the Solution.

80% Nearly 80% of people are living paycheck to paycheck, struggling to make ends meet.

SET THE STANDARD. INVEST IN IMPACT. BUILD CAPACITY.

At AFCPE® we believe in motivating change. In bridging gaps. In making connections through a higher standard of knowledge and empathy.

Why? Because we know that the best way to impact communities is building strong financial foundations to improve individual lives.
EQUIP YOUR STAFF

Give your employees the knowledge and skills to create a personal touchpoint with each person who comes into your institution.

Show them that you value their professional development. Provide affordable, accessible training that can improve their financial well-being as well as the well-being of those whom they serve.

SUPPORT YOUR CLIENTS OR MEMBERS

AFCPE® certification and training enhances the confidence and credibility of your staff, empowering them to help more individuals and families achieve long-term financial success.

IMPACT YOUR COMMUNITY

As a financial institution, community is at the core of what you do. It plays a critical role in expansion and growth. AFCPE® certification and training can help you meet people where they are, attract new members, and set yourself apart.

*CFPB Financial Coaching Initiative results

90% of AFC® professionals agree they feel more equipped to handle their clients’ needs after getting their AFC.

93% of clients established, made progress on, or completed their goals.*
Enhance your knowledge. Build your skills.

Accredited Financial Counselor® (AFC®) certification is the only financial counseling certification that is NCCA accredited, setting it (and you) apart from all others in the field.

WE MEET YOU WHERE YOU ARE

The AFC® certification program is designed with multiple pathways, allowing you to set your own speed.

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The AFC’s compliance with NCCA standards shows that the educational content and testing for the AFC® is psychometrically sound and has been developed, maintained and governed by the highest standard. This recognition and achievement sets the certification mark apart from others in the field and emphasizes the highest standard of excellence that AFCPE® has built for this field.
BANKS & CREDIT UNIONS

FFC® CERTIFICATION
A PARTNERSHIP BETWEEN SAGE FINANCIAL SOLUTIONS AND AFCPE®

Interactive. Experiential. Client Driven.

WE MEET YOU WHERE YOU ARE

Each module of training builds upon the last to enhance your effectiveness when working with individuals or families. Complete all three to obtain your Financial Fitness Coach (FFC®) certification. Coaching Essentials is offered as a live onsite or web-based training. Participate as an individual or schedule a training for your group.

MODULE 1
Coaching Essentials
Building the Skills

MODULE 2
Coaching Applications
Deepening the Learning

MODULE 3
Coaching Mastery
Final Steps to Certification

"Because of this training, I feel more equipped to make tangible changes and implement new practices to be a better partner with my clients in their journey."
AFCPE ESSENTIALS COURSES

AFCPE® Essentials Courses are web-based and affordable, giving you or your staff specialized training in critical topics to help set you apart and offer quality support to those you serve.

MONEY MANAGEMENT ESSENTIALS TRAINING

This online course is a great first step to certification. It’s affordable and accessible. It provides you with a breadth of financial knowledge - enhancing your own financial capability and that of those you serve. Once completed, the program can also be used as a credit to help offset the cost of the AFC® exam.

PROFESSIONAL DEVELOPMENT WITH AFCPE MEMBERSHIP

AFCPE® Membership is an ideal investment for you or your staff. It is open to everyone – you do not need to be certified to be a member! It provides your staff with free professional development, professional resources, opportunities for award recognition, and a diverse and inclusive community.

COMING SOON!

- Financial Inclusion Essentials
- Military Essentials
- Housing Essentials
- College Finance Essentials
CAPACITY BUILDING

Building capacity to ensure lasting impact is not one-size-fits-all, but we do have some great suggestions to help get you started.

1. BEGIN WITH MONEY MANAGEMENT ESSENTIALS

   It’s an affordable way to ensure that everyone on staff has a breadth of knowledge to support your clients or members.

2. MAKE SURE EVERY BRANCH HAS AN AFC® ON STAFF

   Cover the cost of certification for key staff members and incentivize completion through a bonus structure.

3. INVEST IN FINANCIAL COACHING SKILLS TRAINING

   Offered virtually and onsite, this training builds upon existing financial knowledge, providing additional tools and techniques to support clients in creating healthy money habits and lasting behavior change.
“AFC® accreditation increases the expertise of our staff and provides the structure and groundwork for SECU to further expand our financial counseling services...ultimately increasing the proficiency and credibility of our staff to help members achieve long-term financial success.”

JOAN McCOOK
Sr. Vice President of IRA and Investment Services
North Carolina State Employees Credit Union (NCSECU)

#AFCinAction:
Learn how the State Employees Credit Union of North Carolina is setting itself apart with the AFC® certification