“One thing we got right is the importance of instilling a professional standard for our coaches. Our coaches are Accredited Financial Counselors® (AFC®) and Financial Fitness Coaches (FFC®). This has really raised the bar in terms of the professionalism of the financial coaching field.”

– Consumer Financial Protection Bureau (CFPB)
AFCPE® CERTIFICATION & TRAINING PROVIDES:

CREDIBILITY:
“Potential employers and clients are more likely to trust that I have the needed skills and knowledge to perform my job.”
— AFC® PROFESSIONAL

88% of professionals with an AFC® agree others see them as more qualified because of their certification.

CONFIDENCE:
“The AFC® allows me to meet people where they are—presenting holistic services, rather than services on one topic, so I’m better equipped to help members of my community achieve and sustain financial security.”
— AFC® PROFESSIONAL

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

CONVENIENCE:
AFCPE® certification offers a variety of educational pathways to meet you where you are and help you get where you want to go.

• Group Pricing
• 50% off AFC® exam for employees of 501(c)(3)

CHANGE:
As part of the CFPB Financial Coaching Initiative, AFC® and FFC® certified professionals provided free coaching services to veterans and economically vulnerable consumers. Serving over 19,000 clients with over 40,000 financial coaching sessions:

84% of active clients saw improvements in their financial situation.

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

MONEY MANAGEMENT ESSENTIALS TRAINING
This online course is a great first step to certification. It’s affordable and accessible. It provides your staff with a breadth of financial knowledge – enhancing their own financial capability and those whom they serve. This program is ideal for volunteers or part-time employees.

AFC® CERTIFICATION: THE STANDARD.
AFC® certification is the only financial counseling certification that is NCCA Accredited, setting it (and you) apart from all others in the field.

SELF-STUDY
Textbooks and online course
Webinar review with online course

CHALLENGE OPTIONS
Designation
Education

AFCPE® APPROVED EDUCATION PROVIDERS
University
Distance Learning

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.
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 with clients. Complete all three to obtain your FFC® certification.

MODULE 1  
Coaching Essentials  
Building the Skills

MODULE 2  
Coaching Applications  
Deepening the Learning

MODULE 3  
Coaching Mastery  
Final Steps to Certification

Coaching Essentials is offered as a live onsite or web-based training. Participate as an individual or schedule a training for your group.

“The Financial Fitness Coach certification complemented my knowledge as an AFC® and strengthened my skills and abilities through interactive practice and mentor support. The support of this financial coach training went above and beyond other trainings I have taken.”

– Susan Taylor, AFC®, FFC®, Outreach Specialist, UW-Madison Center for Financial Security

Together, AFCPE’s AFC® certification, and the FFC® certification in partnership with Sage Financial Solutions, have met the requirements and competencies outlined in the Financial Empowerment Center (FEC) Counselor Training Standards.
AFCPE® Essentials Courses are web-based and affordable, giving you or your staff specialized training on critical topics to help set you apart and offer essential support to those you serve.

COMING SOON!

Financial Inclusion Essentials  Military Essentials  Housing Essentials  College Finance Essentials
GROW YOUR CAPACITY

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

This course provides a great first step to certification. It’s affordable, accessible, and it gives your staff a breadth of financial knowledge – enhancing their own financial capability and those whom they serve.

2. MAKE SURE YOU HAVE AN AFC® ON STAFF

Invest in Money Management Essentials for all staff, then identify one or two staff members to obtain the certification. This builds capacity from within – providing an onsite expert to help train and grow your part-time and volunteer staff.

3. INVEST IN FINANCIAL COACHING SKILLS TRAINING

Whether virtual or onsite, this training builds upon your staff’s financial knowledge, providing them with the skills and techniques to help clients learn healthy money habits and behaviors that can lead to financial freedom.
#AFCInAction

“Coaches who go through the financial coach training are better equipped to support other financial coaches in their own community. Many have gone on to provide financial coach training for local organizations, serve as professional mentors to fellow professionals, and share their knowledge on a personal level with their peers.”
– Shandra Thomas, AFC®, FFC® candidate

**STAND OUT TO FUNDERS. MORE CAPACITY BUILDING TIPS:**

**SHARE THE COSTS**

Apply for grant funding with other like-minded community organizations. By sharing the cost of a web-based or onsite Coaching Essentials training, you save money, build relationships, and expand the financial capacity of your local community.

**HAVE A KEY STAFF MEMBER (OR TWO) JOIN AFCPE MEMBERSHIP**

Staff members do not need to be certified to become an AFCPE® Member. Professional Membership is an affordable way to expand your professional network and access tools and resources. It also provides an opportunity for award recognition, which can set you apart for future funding opportunities.