



AFCEP® CERTIFICATION PROGRAMS

Become a certified *motivator* of financial change.

Elevate your knowledge and skills with the credibility and education that an AFCEP® credential provides.

A REPUTABLE CERTIFICATION PROGRAM INCLUDES:

- Ethical code of conduct and continuing education requirements to maintain the credential.
- Oversight body for disciplinary action to maintain professionalism.
- Formalized policy and procedures documented and updated annually.

WHY AFCEP® CERTIFICATION?

CREDIBILITY | CONFIDENCE | RESULTS

As part of the CFPB Financial Coaching Initiative, AFC® and FFC® professionals served more than 19,000 clients:

- 84% saw improvements in their financial situation
- 93% either established, made progress on, or completed their goals.

“The AFC® allows me to meet people where they are – presenting holistic services...so I’m better equipped to help members of my community achieve and sustain financial security.”

AFCEP® PROFESSIONAL



VISIT afcep.org/certification-and-training for more information.





AFC® | Working Together to Strengthen the Continuum of Care

Accredited Financial Counselor®

The Standard for Financial Counseling & Education

Providing you with the knowledge and experience to meet individuals and families where they are, helping them build a strong financial foundation, realize their goals and achieve lasting financial well-being. Being an AFC® gives you the power to better serve your clients and positively impact financial well-being in our country.

WE MEET YOU WHERE YOU ARE

Our AFC® certification is designed with multiple educational pathways that work for you including:

- Self-Paced Study
- Challenge Options
 - Designation
 - Education
- AFCPE® Approved Education Programs
 - University
 - Distance Learning



BEN A MERCADO, AFC®

“I became an AFC® to give opportunities to clients that want financial change.”

PROFESSIONALS WITH AN AFC® CERTIFICATION:

79%

agree that getting a certification opened up new opportunities in their career

88%

agree others see them as more qualified because of their certification

90%

agree they feel more equipped to handle their clients' needs after getting an AFC®

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.



Financial Fitness Coach

FFC® | A partnership between Sage Financial Solutions & AFCPE®

Financial Fitness Coach

Interactive. Experiential. Client Driven.

Providing you with the skills and techniques to build upon your financial foundation and support clients as they make lasting financial behavior change. Each module of training builds upon the last to enhance effectiveness with clients. Complete all three to obtain your FFC® certification.

WE MEET YOU WHERE YOU ARE



MODULE 1
Coaching Essentials:
Building the Skills

- 2 days, 12 Hours
- Online or Onsite
- Experiential & Interactive
- Follow-up Practice & Mentorship



MODULE 2
Coaching Applications:
Deepening the Learning

- 10 Online Learning Labs
- Office Hours
- Application & Feedback



MODULE 3
Coaching Mastery:
Final Step to Certification

- Education
- Exam
- Experience
- Ethics

“Thanks to 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.”

FFC® CANDIDATE

Our model builds upon a strong foundation of financial knowledge. Successful completion of the AFCPE® Money Management Essentials course, AFC®, CFP®, ChFC®, CFA® or CPA® exam is required for registration.

