SET THE STANDARD.

Invest in You, Your Clients, & Your Community.

Whether you are starting your career, changing careers, or seeking to add to your professional skill set, AFCPE® certification and training can set you apart.
AFCPE® CERTIFICATION & TRAINING PROVIDES:

CREDIBILITY:
“The certification ensures that your work is backed by knowledge, ethics, and continual training that provides clients with superior service which is necessary in the field of personal finance.”
— 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®.

CAREER ENHANCEMENT:
Instead of the dreaded job “plateau,” an AFC® keeps you fresh on industry best practices, allowing you to excel no matter where your career takes you.

79% of professionals with an AFC® agree that getting a certification opened up new opportunities in their career.

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

SELF-PACED STUDY

- Textbooks and online course
- Webinar review and online course

CHALLENGE OPTIONS

- Designations CFP®, CPA, ChFC or CFA
- Education

APPROVED EDUCATION PROGRAMS

- 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**
Tie your financial content and communication skills together to better support your clients in creating healthy, and lasting, financial habits. 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.

**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."

Learn why Dominique Reese, AFC®, FFC® pursued both certifications and how they are expanding her reach and her impact.
Set Yourself Apart.

GET CERTIFIED
Make sure you are prepared to advise individuals and families in an ever-changing financial world.

“One of the best moves you can make is to prepare yourself as a financial professional who can work with clients from the ground up. You can’t lose, you can only better yourself and your potential impact with clients.”
– AFC® professional

COMING SOON!
Financial Inclusion Essentials
Military Essentials
College Finance Essentials
Housing Essentials
Join the AFCPE® Community

BECOME AN AFCPE® MEMBER

AFCPE® Membership is the intersection of financial education, research, and practice. Membership is discounted for AFCPE® certification candidates, but you do not need to be certified to become a member, so it’s a great place to start!

Join a diverse and inclusive community, access career-enhancing resources, and take advantage of the benefits AFCPE® Membership provides:

- Free professional development webinars
- Opportunities for recognition
- Mentorship
- Discussion forums
- Media training
- Industry discounts
- Virtual meet-ups
- And so much more...

“What I love most about being an AFCPE® Member is the opportunity to be a part of something cutting edge that’s bringing financial education and literacy opportunities to everybody.”

– Willa Williams, AFC®, Trinity Financial Coaching