
80%

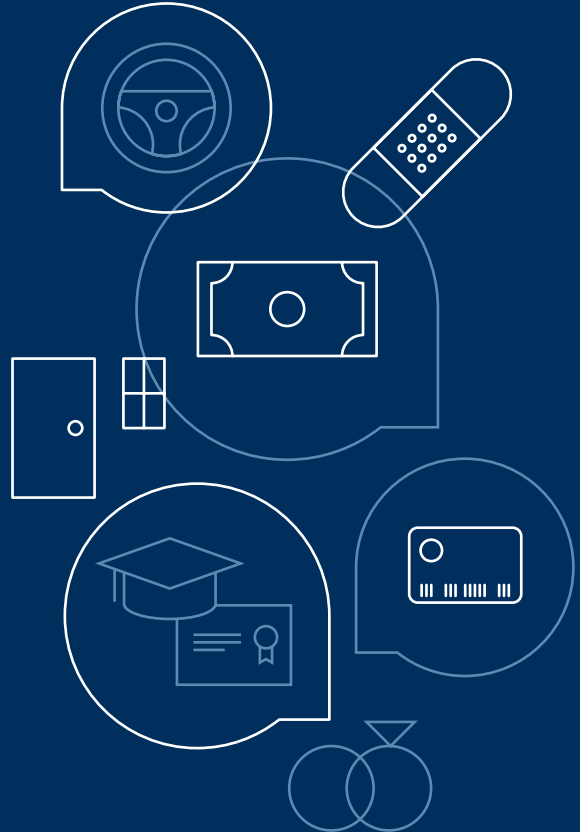
Nearly 80% of people are living paycheck to paycheck, struggling to make ends meet.

You can be part of the Solution.

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 they serve.

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.

90%

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

SUPPORT YOUR CLIENTS

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.

93%

of clients established, made progress on, or completed their goals.*

IMPACT YOUR COMMUNITY

Community is at the core of what you do and something that we deeply value. AFCPE® can help you create opportunities for your staff and your clients. Meet people where they are and set yourself apart with AFCPE® certification and training.

*CFPB Financial Coaching Initiative results

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:

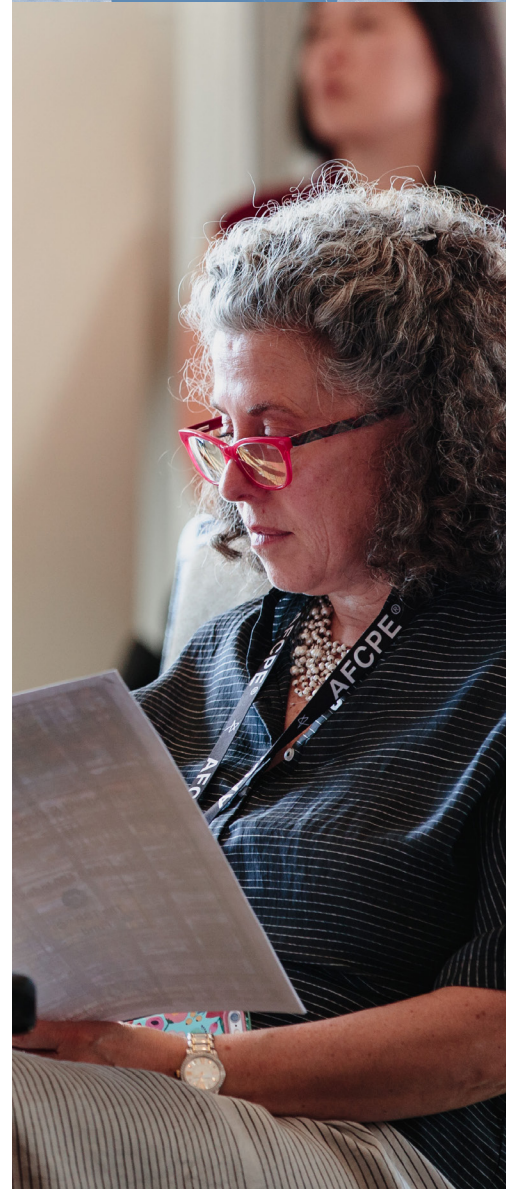
Instead of the dreaded job “plateau,” an AFC® keeps you fresh on industry best practices, allowing you to excel no matter where your career takes you.

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.



AFC[®] CERTIFICATION: THE STANDARD

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



REGISTERED EDUCATION PROGRAMS

University

Distance Learning

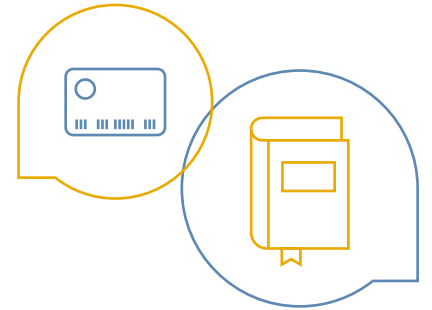


The AFC's compliance with NCCA standards shows that the educational content and testing for the AFC[®] is psychometrically sound and has been developed, maintained and governed by the highest standard. This recognition and achievement sets the certification mark apart from others in the field and emphasizes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



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. Use this as professional development or as a stepping stone to the AFC®.

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.

THE ESSENTIALS COURSES



Money Management Essentials



Financial Inclusion Essentials



College Finance Essentials



Military Essentials



Communication Essentials (Coming soon!)



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

INVEST IN THE AFC®

Identify key staff members or supervisors to deepen their knowledge and credibility by earning the AFC®.

3

BROADEN YOUR NETWORK WITH MEMBERSHIP

AFCPE® membership brings together professionals from a variety of financial fields, providing you with a strong community, educational opportunities, and resources that enhance your career.

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

Mentorship

Media training

Virtual meet-ups

Opportunities
for recognition

Discussion forums

Industry discounts

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

“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