



THE
AMERICAN
COLLEGE
OF FINANCIAL SERVICES®

CFP®

Certification Education Program

Practical knowledge, proven results

TheAmericanCollege.edu/CFP



Why Become a CFP®

In today's competitive financial planning landscape, you must stand out from the crowd and demonstrate your value to current and potential clients.

Becoming a CFP® professional gives you:

- ✔ Credibility of a highly-recognized financial planning credential
- ✔ Knowledge to grow your practice and expand your book of business
- ✔ Confidence to build long-lasting, trusted relationships with clients
- ✔ Support of a massive professional network and uniform code of conduct
- ✔ Growth potential of higher earnings and more clients
- ✔ Foundation to pursue deeper, more specialized financial education

“My educational experience with the CFP® Certification Education Program was excellent. The coursework was informative, the resources were extremely helpful, and thanks to the in-depth reviews, I was able to pass my exam on the first attempt.”

Darren Mullenix, CFP®, ChFC®

91%

of CFP® certification holders educated at The College say it was a worthwhile investment in their career¹

¹The American College of Financial Services Designation Outcomes Study, 2017.



Your Differentiator: Education from The American College

The College's CFP® Certification Education Program is uniquely positioned with the academic rigor of an accredited institution, an all-virtual experience with the personal touch of a live classroom, and a level of engagement that sets it apart from other e-learning, self-study programs.

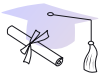
Our program features:



Extensive review of core competencies covered on the CFP® exam



A focus on behavioral finance, an area of growing importance



Expert instruction delivered by preeminent thought leaders and researchers



Modern e-learning through our Personal Pathway® learning model to improve interaction and retention



Higher pass rates—students consistently pass their exam at rates above the national average

51%

Alumni with a designation or certification earn 51% more than advisors without one²

²The American College of Financial Services Designation Outcomes Study, 2017.

CFP® Program at a Glance

The College's CFP® Certification Education Program is ideal for professionals who want to gain a broader base of knowledge, deepen their client relationships, earn more, and offer unmatched financial planning expertise.

Tuition \$4,850*	Timing Complete in as few as 12 months
Format 100% online, self-study	
Your Learning Outcomes <ul style="list-style-type: none">• Financial planning roles and responsibilities• Income taxation and principles of investments• Retirement and estate planning strategies• Planning principles for insurance needs• Latest concepts in behavioral finance	

Your Personal Pathway®

Choose from a timed and structured learning path or a flexible, self-study pace. Benefit from cutting-edge digital class materials and discussion spaces, **all for one tuition.**

Your Educational Journey Starts Here

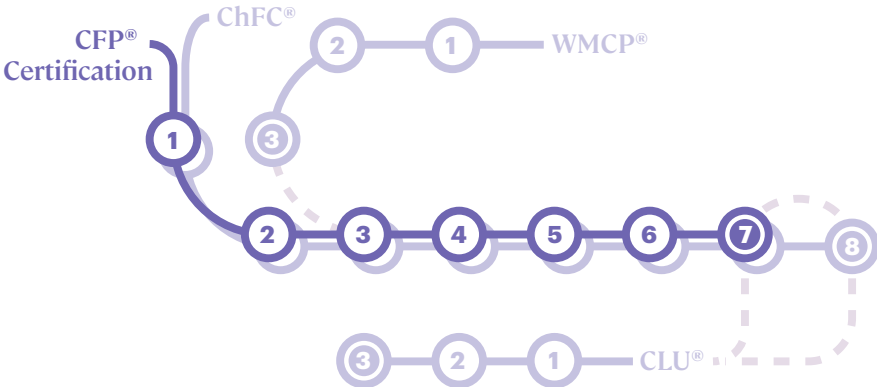
There are no prerequisite courses required before you begin our program other than a high school diploma or the equivalent; however, to receive and maintain the CFP® mark, you must:

- Successfully complete the seven required courses in our CFP® Certification Education Program
- Receive a Bachelor’s degree from an accredited college or university
- Pass the CFP® exam
- Complete either 6,000 hours of professional experience as a financial advisor OR 4,000 hours of apprenticeship experience
- Complete Continuing Education (CE) credit requirements as directed by the CFP Board, as well as abide by their Code of Ethics

Your Roadmap to Success

Your learning journey doesn’t have to begin or end with earning your CFP® certification. Our seven-course CFP® Certification Education Program can fit into any life-long learning journey with The American College of Financial Services.

Here are a few potential paths:



If you’ve earned your WMCP® designation, take five (5) more courses to sit for your CFP® exam and add another course to earn your ChFC® designation. After you’ve earned your CFP® certification or your ChFC®, take three more courses to earn your CLU®.

Expand Your Opportunities

The American College of Financial Services delivers applied financial knowledge and education, promotes lifelong learning, and advocates for ethical standards for the benefit of society.

As a lifelong learning partner, you will benefit from:

- Extensive professional network of one-in-five financial advisors educated by The College
- Ready-to-use knowledge delivered by plugged-in, industry-leading experts
- Interactive community engagement featuring frequent webinars, conferences, and professional development events
- Advanced planning skills and real-world application not delivered elsewhere
- Modern education through the latest in mobile-friendly, e-learning technology
- Prestigious pedigree and client recognition from nearly 100 years of academic excellence

CFP[®]

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866-601-8944

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP[®], CERTIFIED FINANCIAL PLANNER[™], and CFP[®] (with flame logo) in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.



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