



THE  
AMERICAN  
COLLEGE  
OF FINANCIAL SERVICES®

# FSCP®

## Financial Services Certified Professional®

Foundational knowledge for career success

[TheAmericanCollege.edu/FSCP](https://TheAmericanCollege.edu/FSCP)



# Why Become an FSCP®

Gain the fundamental knowledge needed to launch a career in financial services. The Financial Services Certified Professional® (FSCP®) Program offers a 360-degree curriculum in running a financial services practice, with an emphasis on product knowledge, prospecting and marketing, and business planning principles.

Becoming an FSCP® provides you:

- ✔ **Fundamental** financial services knowledge and skills
- ✔ **Proven prospecting** and marketing strategies to build new relationships
- ✔ **Practical experience** uncovering client needs
- ✔ **Foundational** business planning for a growing practice
- ✔ **Applicable** knowledge on a wide range of financial products

“*Students who are diligent in completing the coursework will experience what so many FSCP® students have experienced: an increase in production while taking these courses.*”

**Kirk Okumura, MSFS, ChFC®, FSCP®**  
PROGRAM DIRECTOR

93%

of FSCP® designees agree it was a worthwhile investment in career development.<sup>1</sup>

<sup>1</sup>The American College of Financial Services Designation Outcomes Study. 2017.



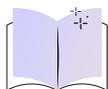
# Your Differentiator: Transform Knowing Into Doing

The College's FSCP® Program delivers a comprehensive curriculum in the essential skills required to launch a career as a financial services professional, or to grow your practice by mastering critical prospecting and marketing strategies.

The program features:



Elite faculty of nationally-recognized academics, researchers, and practitioners



Up-to-date curriculum covering current trends and market realities, like social media and regulatory constraints



100% Online self-study, e-learning format



Customizable curriculum that offers flexibility tailored to your professional goals

Advisors participating  
in the FSCP® Program  
experienced a

**55%** increase  
in production.<sup>1</sup>

<sup>1</sup> Enterprise results reported after one year of implementing the FSCP® Program.

# FSCP® Program at a Glance

The FSCP® is designed for young professionals just beginning their career in financial services, as well as career-changers looking for new opportunities. To earn the designation, you must complete a total of five courses, consisting of two elective courses and three core courses.

<b>Tuition</b> \$625 per course	<b>Timing</b> Complete in 12 months
<b>Format</b> 100% Online, self-study	
<b>Transfer Credit</b> Earn transfer credit for up to a maximum of two (2) electives toward the FSCP® designation.	
Lay the foundation for career-long learning and growth. Choose from six electives on topics such as wealth management, retirement planning, insurance products, and more.	
<b>Your Learning Outcomes:</b> <ul style="list-style-type: none"><li>• Identify, market to, and build relationships with clients</li><li>• Uncover client needs and offer solutions</li><li>• Learn the major areas of financial planning</li><li>• Confidently recommend current financial products</li></ul>	
<b>Tuition Savings and Scholarship Opportunities</b> Scholarship opportunities for active-duty military personnel, veterans and spouses, African American financial professionals, and other qualifying groups are available.	

# Your Educational Journey Starts Here

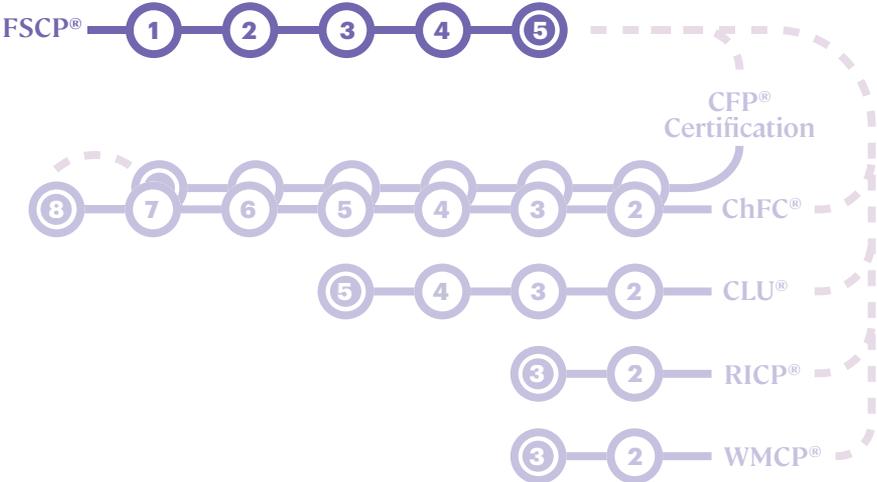
There are no prerequisite courses or previous financial services industry experience required to begin the FSCP® Program.

To receive the FSCP® designation, you must successfully complete five courses (three core, two electives) and their associated knowledge checks and quizzes.

## Your Roadmap to Success

The FSCP® serves as the beginning of your financial services journey, while also opening the door for you to pursue specialized and advanced designations in the future.

Here are a few potential paths:



With elective courses that bridge to the Retirement Income Certified Professional® (RICP®), CFP® Certification Education®, Chartered Financial Consultant® (ChFC®), Chartered Life Underwriter® (CLU®), and Wealth Management Certified Professional® (WMCP®) Programs, it's an integral component of a life-long learning journey with The American College of Financial Services.

# 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

## FSCP<sup>®</sup>

### Financial Services Certified Professional<sup>®</sup>

**TheAmericanCollege.edu/FSCP**

**866-749-3761**

---

\*Certified Financial Planner Board of Standards Inc. owns the certification marks CFP<sup>®</sup>, CERTIFIED FINANCIAL PLANNER<sup>™</sup>, CFP<sup>®</sup> (with plaque design), and CFP<sup>®</sup> (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

The mark of FSCP<sup>®</sup> is the property of The American College of Financial Services and may be used by individuals who have successfully completed the initial and ongoing certification requirements for this designation. The College can disallow use of the FSCP<sup>®</sup> if advisors do not adhere to the program's ethical standards, continuing education, and other requirements.



THE  
**AMERICAN  
COLLEGE**  
OF FINANCIAL SERVICES<sup>®</sup>

The American College of Financial Services  
630 Allendale Road, Suite 400  
King of Prussia, PA 19406