THE AMERICAN COLLEGE OF FINANCIAL SERVICES®

FSCP®

FINANCIAL SERVICES CERTIFIED PROFESSIONAL®

FUNCTIONAL, FOUNDATIONAL.

Better tools for building confidence. The Financial Services Certified Professional® (FSCP®) designation offers the most essential product knowledge, and marketing and planning skills training available to financial services professionals today. Gain the practical knowledge and skills you need to establish a successful, ethical practice. Learn using the active learning process of Learn, Discuss, Do, Reflect, and transform knowing into doing. Complete five of nine available electives and two required courses to earn your FSCP® designation. This flexibility allows you to set your own path as you lay the foundation for career-long learning and growth.

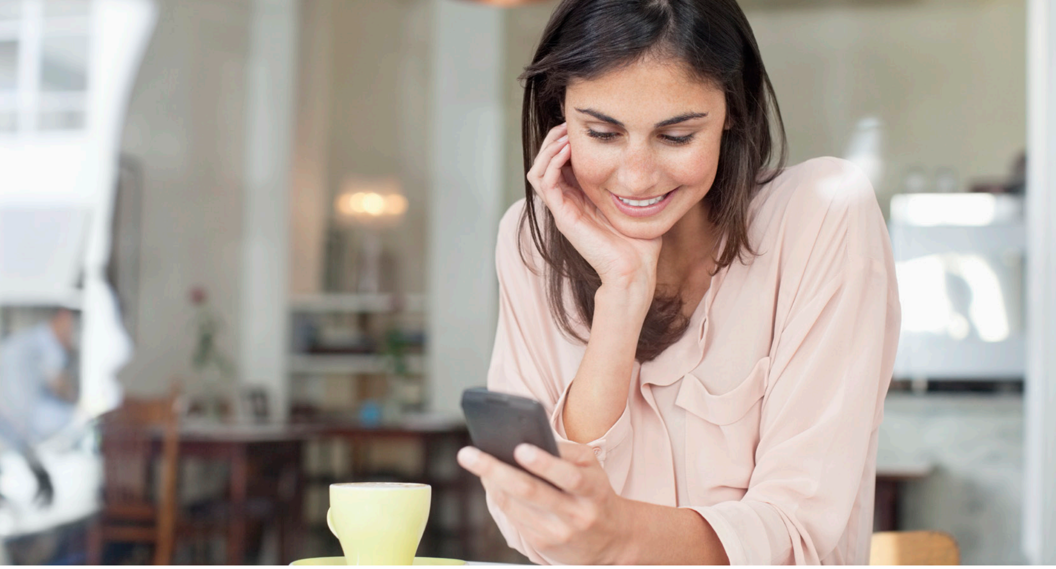
A FOUNDATION FOR SUCCESS.

The FSCP® program covers the critical skills and knowledge to successfully launch your career as a financial services professional or to grow your practice by marketing new products and services. You will learn crucial prospecting and marketing techniques, fundamentals of a wide range of products, how to meet client needs, and how to build a successful business. Taught by industry experts, and reflective of current trends and market realities like social media and regulatory constraints, the practical and relevant skills advisors learn can be applied right away.

AMONG FSCP® DESIGNEES SURVEYED

93%

say FSCP® was worthwhile
for their career development



Earning the FSCP® designation.

FSCP® program courses are offered both live and online to provide students with a convenient way to improve their skills and product training that will advance their careers. To earn the FSCP® designation, you must:

- Complete five elective courses of your choice
- Complete the required ethics course
- Complete the required financial planning overview course

Not working toward the FSCP® designation? You can take any course to stay current on important topics affecting advisors today.

COURSE DETAILS

ELECTIVE COURSES (CHOOSE FIVE)

FA 200 Techniques for Prospecting: Teaches advisors industry-proven methods for successfully identifying, selecting, and approaching prospects for financial products and services.

FA 201 Techniques for Exploring Personal Markets: Provides an in-depth look at penetrating the personal markets using the life-cycle marketing strategy and the selling/planning process.

FA 202 Techniques for Meeting Clients Needs: Offers an introduction to the life insurance sales career and the sales/planning process in the personal market.

FA 204 Marketing Financial Services to Women: Explores the marketing opportunity and demand for insurance and financial products that exist among the largest single economic force in the world: American women.

FA 222 Essentials of Multiline Insurance Products: This course provides multiline agents with a strategy for helping clients obtain the various insurance and other financial products they need to achieve their dreams and protect their income and assets.

FA 251 Essentials of Business Insurance: Covers how life and disability income insurance can guarantee the control and value of a business following the owner’s or key person’s death, disability, or retirement through buy-sell agreements and key person insurance.

FA 257 Essentials of Life Insurance Products: Begins with an overview of the two basic types of life insurance policies — term and whole life — and then builds on that knowledge with an overview of the many product variations sold in today's markets.

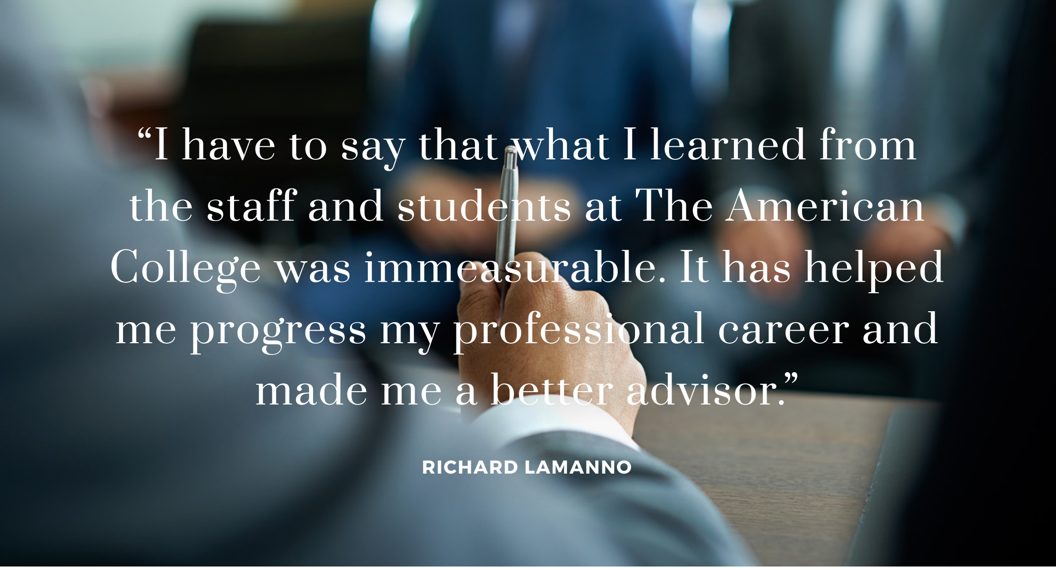
FA 261 Foundations of Retirement Planning:
Guides professionals in examining the retirement planning process, fact finding, methods of analyzing facts, retirement planning software, and sales tracking.

FA 271 Foundations of Estate Planning: Offers an introduction to estate planning and the role life insurance plays in the estate planning process.

REQUIRED COURSES

FA 290 Ethics for the Financial Services Professional:
Provides a practical framework for making ethical business decisions in the financial services industry.

FP 99 Foundations of Financial Planning:
This course is designed to be an overview of the major planning areas, outlining the overall financial context of the work you do.



"I have to say that what I learned from the staff and students at The American College was immeasurable. It has helped me progress my professional career and made me a better advisor."

RICHARD LAMANNO

Ongoing Commitment: Carry The Shield.

The American College of Financial Services is the premier educational institution dedicated to the development of financial services professionals. The College has worked tirelessly to educate our nation's advisors, to help them raise the level of their profession, and to ensure that society has an industry built on trust. Graduates and designees of The American College of Financial Services have studied, have passed rigorous exams, and have proven that they not only have the technical knowledge to serve their clients, but have sworn to practice ethically and in the best interest of the people they serve. We look to our graduates, designees, students, and future leaders, to earn the trust of your clients, to represent the legacy of this institution, to proudly, "Carry the Shield."

Financial education for today.

With a unique, and unwavering, commitment to Practical Academics — "Pracademics"— and real-world results, The American College of Financial Services offers driven financial services professionals one of the most valuable, and most valued, educations you can receive. The College is distinguished by resources of the highest quality, innovation in program delivery and design, and results that create sustainable career advantages. As a nonprofit, accredited education institution, our courses are researched and written by a faculty of the nation's top thought leaders in financial services. Our goal is to ensure that our students are viewed by clients and peers as the best and brightest in their fields.

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OR CALL 888-795-6306