

## The American College of Financial Services Designation Reinstatement and Enforcement Policy

The American College of Financial Services is committed to ensuring the credentials our students earn remain current, relevant and serve as an emblem of excellence and expertise with both peers and clients. For this reason, The College requires our designees to participate in our Professional Recertification Program by:

- Recertifying their knowledge with continuing education (CE) every two years
- Recommitting to The American College of Financial Services Code of Ethics
- Paying a modest annual recertification fee of \$125 (client facing) or \$50 (non-client facing) to support oversight and the development of new educational resources for our designees (\$125 client facing).

*The right to use designations granted by The American College of Financial Services will be suspended for failure to meet these requirements of the Professional Recertification Program.*

Designees are required to log in to their student portal, complete their annual Recertification Questionnaire and pay their annual Recertification Fee *in advance* of the recertification period. For example, 2019 recertification requirements were due by December 31, 2018. Continuing Education is due every two years *at the end* of the recertification period. For example, Continuing Education for the 2019/2020 recertification period is due by 12/31/2020. Complete information about the Professional Recertification Program is available at [www.theamericancollege.edu/recertification](http://www.theamericancollege.edu/recertification).

Specific information about any pending or outstanding recertification requirements is provided at your student portal. Please log in to your college account and select the Professional Recertification Status tab or email an inquiry to [Recertification@TheAmericanCollege.edu](mailto:Recertification@TheAmericanCollege.edu)

Individuals who have not recertified by their year-end deadline will be subject to the following actions:

- Late fee of \$50 is assessed as of January 1 following the year-end recertification deadline
- Access to the Professional Resource Center is disabled as of March 1 following the year-end recertification deadline
- Right to use designation(s) is suspended as of April 1 following the year-end recertification deadline. In addition, designee is no longer listed on the YourAdviserGuide.com website and any digital badges issued will be marked as expired.
- Reinstatement Fee of \$100 applies (in addition to \$50 late fee) to individuals who decide to reinstate their designation(s) to active status after March 31 following the year-end recertification deadline

## **Reinstating Your Suspended Designations**

You may reinstate suspended designations by:

- Logging into your student portal at TheAmericanCollege.edu and clicking on “Professional Recertification Status”
- Confirming your compliance with ethical standards by completing your annual Recertification Status Questionnaire
- Paying your annual recertification fee (\$125 client-facing/\$50 for non-client facing designees)
- Reporting any required continuing education (CE) on your portal under CE Status/Reporting (due by the end of the second year of the reporting period). Please note: designees who did not recertify during the previous CE reporting cycle are required to submit 30 hours of CE (including one hour of ethics CE) for the current CE reporting cycle at the time of reinstatement.
- Paying applicable late fee (\$50) and reinstatement fee (\$100)

The right to use a designation mark and other privileges will be restored immediately upon completion of the reinstatement process. A confirmation letter will be assessable on your college portal under the Self-Services tab.

## **Auditing Process and Reporting:**

Individuals who fail to comply with the requirements of the Professional Recertification Program will relinquish their right to use any designations subject the College’s recertification guidelines. The College will audit these individuals to ensure they do not continue to represent themselves as designation holders to their clients and the public by monitoring social media sites, such as Facebook, Twitter and LinkedIn, as well as company websites and other online references.

Individuals who are found to be using inactive credentials will be notified in writing of the violation and offered the opportunity to reinstate their credentials or relinquish them voluntarily. Individuals who do not reinstate their credentials will be asked to remove all references to inactive credentials from their online presence, and to refrain from any other potential unauthorized uses such as business signage, stationary, print advertising and business cards.

To protect the public from any potential misrepresentation by financial professionals using inactive designations offered by The American College, the College reserves the right to report unauthorized usage to regulatory agencies such as the Financial Industry Regulatory Authority (FINRA), State Insurance Commissioners, and the U.S. Securities and Exchange Commission (SEC). The College may also report unauthorized use to the designee’s affiliated company compliance officer.