



## ChFC(R) Credential Adds Ninth Course: Most Rigorous Credential in Financial Planning

BRYN MAWR, Pa., Aug. 7/PRNewswire/ -- With a nine-course requirement, notably higher than the CFP(R) credential, the Chartered Financial Consultant(R) (ChFC(R)) designation from The American College is widely acknowledged as "financial planning's highest standard of knowledge and trust."

"The College has added a capstone case study course that incorporates complicated aspects of savings, estate planning, taxation and business planning to ensure that those providing financial advice can apply new insights that have emerged in recent years," notes Dr. Larry Barton, President and Chief Executive Officer of The American College. "With more than 46,000 professionals having earned the ChFC(R), we know these advisors are among the most accomplished in the industry, and we intend to continue to enhance this credential as financial models and markets change."

"The ChFC(R) is the most comprehensive educational program available for individuals seeking to be knowledgeable and ethical financial professionals," said Michael C. Davidson, CLU(R), Vice Chairman & Chief Agency & Marketing Officer, State Farm Life Insurance Company, Bloomington, IL. "It is the standard of excellence that all other designations should aspire to."

"When choosing a financial professional, consumers should look carefully at an advisor's qualifications, especially their education. The person with the most education often has the most expertise and there's no question that ChFCs(R) have significantly more education than CFP(R) certificants," noted Robert B. Plybon, CLU(R), ChFC(R), Chief Executive Officer of Plybon Associates, Greensboro, NC.

The requirement for the ninth course goes into effect on October 1, 2009. Until then, those seeking the ChFC(R) designation will be allowed to complete the designation by pursuing eight courses.

The updating and refining of the capstone case study course has been over a year in the making. Each course has a comprehensive examination and the typical ChFC(R) student takes between two to three years to complete the program of study.

"The ChFC(R) designation is difficult to attain, and all advisors who earn it must adhere to the strictest ethical requirements in serving their customers. Designees are required to do the same for their clients that they would do for themselves in similar circumstances - the highest standard of trust. The standard of care that we apply to all graduates is in the best interest of the public and is rigorously enforced by our Certification Committee," added Barton. "The College removes the designation of any individual who violates client trust after a detailed due diligence process."

"While no designation holds a monopoly on rigor or quality, we are mighty proud that the ChFC(R) designation stands tall in this industry. Unlike the CFP(R) designation, for example, the ChFC(R) is issued by a college with the highest level of academic accreditation. A CFP(R) certificant receives that credential from an independent Board, not a college or university. We admire and appreciate the CFP(R) credential as one of quality, but we encourage all advisors to compare all available programs to ascertain depth, practicality and the best match for their career objectives," stated Dr. Walt Woerheide, CFP(R), Vice President of Academic Affairs and Dean of The American College.

**The American College** is dedicated to leadership in innovative training and development that helps financial services companies and their employees succeed. As a non-profit educational institution holding the highest level of academic accreditation, The College has served as a valued business partner to banks, brokerage firms, insurance companies and others for over 82 years. The American College's faculty represents some of the financial services industry's foremost thought leaders. For more information, visit [TheAmericanCollege.edu](http://TheAmericanCollege.edu)

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