A COMPLETE GUIDE TO THE
CERTIFIED COLLEGE FINANCIAL
CONSULTANT (CCFC)
DESIGNATION PROGRAM

CCFC
The Premiere College and Student Loan
Advising Designation and Education Program
for Financial Professionals

AMERICAN INSTITUTE OF
CERTIFIED COLLEGE
FINANCIAL CONSULTANTS
WHY CCFC?

HIGHER ED AND THE PANDEMIC

As a result of rising costs, systemic issues, and the impact of COVID-19, planning for higher education has never been more challenging for families.

Parents and students are seeking guidance from qualified financial professionals, now more than ever, on how to properly plan for K-12, undergraduate, and graduate school costs.

How much should I save? Where should I save? How do I properly fill out the financial aid forms? A CCFC is prepared to answer these questions and more.

STUDENT LOAN CRISIS

With total student loan debt approaching $1.8 trillion dollars and less than 2% of eligible borrowers receiving forgiveness under the public service loan forgiveness program (PSLF), current and prospective student loan borrowers need guidance in order to effectively manage their debt while planning for other important financial goals such as purchasing a home and saving for retirement.

Should I refinance or consolidate my loans? Which repayment plan should I choose? A CCFC is prepared to answer these questions and more.

BRIDGING THE GAP

While guidance counselors have traditionally focused on the admissions facet of the college planning process, the advice provided by financial professionals has primarily been limited to recommending the use of 529 College Savings Plans.

The CCFC Designation and education program is designed to educate financial professionals so they can advise clients at every stage in the college planning process, whether it be working with young couples to develop a funding strategy, families with high-school aged children to assist in the filing of financial aid forms, or recent graduates to develop an effective student loan repayment strategy.

FUTURE-PROOFING YOUR BUSINESS

$30 TRILLION

Approximate amount of wealth that will be transferred from the Baby Boomer Generation.

66-95%

Percentage of children who fire their parents' financial advisor after receiving an inheritance.

“Offering comprehensive education planning services can act as longevity insurance for your firm, as it can help you add value immediately for your clients and build the kind of relationships needed to retain their children as future clients. Focusing on these types of services will keep you relevant over the next decade and beyond.”

-Ross A. Riskin, DBA, CPA/PFS, CCFC, MS Tax
The following types of financial professionals have chosen to pursue the CCFC designation:

- Attorneys
- Divorce Planners
- Financial Planners
- Financial Counselors
- Investment Advisors
- Tax Professionals
- Wealth Managers

CCFC Designation holders are able to provide education planning services in a variety of ways. Here are some of the more popular ways CCFCs are able to generate revenue:

- Hourly Planning
- Project-Based Planning (Financial Aid Form Filings, Student Loan Analysis, etc.)
- Comprehensive Financial Planning
- Value Added Planning (Service included in AUM fee and not billed separately)

Here are just some of the reasons financial professionals chose to become more knowledgeable in the areas of education funding, financial aid planning, and student loan advising, but more importantly, why they chose to expand their knowledge with us:

- Program focuses on developing planning strategies rather than selling products
- Curriculum developed by a thought leader, practitioner, and academic
- Program covers more topics compared to competitor programs
- Professional designation requirement creates a necessary barrier to entry
- Use of universal design eLearning best practices
- CCFC designation listed on FINRA’s professional designation site
- CCFC education course qualifies for 15 CFP Board CE Credits

CCFCs are currently represented in 27 states and Guam.
REQUIREMENTS

EXPERIENCE

Applicants who meet one of the following requirements are eligible to become a Certified College Financial Consultant (CCFC):

- Possess one of the following professional designations:
  - CPA | CFP | ChFC | CPWA | CIMA | RMA | AFC
- Provide evidence of sufficient education and experience to be deemed satisfactory by the AICCFC.

EDUCATION AND EXAM

CCFC designation holders must complete a comprehensive interactive online course, receive a passing score of at least 80% on all respective assessments (100 MC questions in total), and pass the final proctored interview examination. The education course is currently approved for 15 CE credits by the CFP Board.

CCFC STATISTICS

75
Percentage of CCFC Designation holders who also possess either the CPA, CFP, or ChFC designations.

15-20
Average number of hours required to complete the AICCFC education course.

CODE OF ETHICS

CCFC designation holders must adhere to a Code of Ethics founded on the principles of integrity, objectivity, competence, fair treatment, privacy, professionalism, and diligence in order to maintain their certification and remain in good standing with the AICCFC.

CONTINUING EDUCATION

CCFC designation holders who possess one of the approved prerequisite professional designations must complete 4 hours of continuing education on an annual basis. All other CCFC designation holders must complete 15 hours of continuing education on an annual basis.
EDUCATION COURSE
TOPICS AND OUTLINE

EDUCATION FUNDING
(Assessment: 14 MC Questions)
- Projecting College Costs and Required Savings
- Qualified Tuition Programs (529 Plans)
- Coverdell Education Savings Accounts (CESAs)
- Traditional and Roth IRAs
- UTMA/UGMA Accounts
- Taxable Investment Accounts

FINANCIAL AID PLANNING
(Assessment: 22 MC Questions)
- Determining Financial Need
- EFC/SAI Methodologies
- Public vs. Private College Comparison
- Verification and Award Letter Appeals

PLANNING WITH EDUCATION TAX DEDUCTIONS AND CREDITS
(Assessment: 12 MC Questions)
- Education Tax Deductions
- Education Tax Credits

STUDENT LOAN ADVISING
(Assessment: 25 MC Questions)
- Loan Options
- Loan Repayment Plans
- Loan Forgiveness Programs

PRACTICAL PLANNING STRATEGIES
(Assessment: 27 MC Questions)
- High Income and High Net Worth Individuals
- Business Owners
- Divorced/Divorcing Couples and Non-Traditional Families
- Grandparents
- Academic Planning

The course curriculum was developed by Ross A. Riskin, DBA, CPA/PFS, CCFC, MS Tax who previously acted as an Associate Professor of Taxation and the Director of the ChFC Education Program at the American College of Financial Services and currently serves as Chief Learning Officer at the Investments & Wealth Institute. Dr. Riskin is the author of the "The Adviser's Guide to Education Planning" (AICPA PFP Section) and has published in the Journal of Financial Planning, Journal of Wealth Management, Journal of Accountancy, Journal of Multistate Taxation and Incentives, and Tax Notes on topics related to college planning, student loan advising, and tax planning.
ADDITIONAL BENEFITS

RESOURCES CENTER
CCFC Designation holders receive unlimited access to Planning Checklists, Report Templates, Calculators, PDF Versions of the Education Course, and a Comprehensive Resource Guide.

COMMUNITY FORUM
CCFC Designation holders receive unlimited access to a private discussion forum where they can discuss the latest planning strategies and client cases with fellow CCFCs and their instructor as well!

FINTECH DISCOUNTS
CCFC Designation holders are eligible to receive discounts on several different FinTech applications.

DISCOUNTED ACCESS TO VISIWEALTH
CCFC Designation holders receive heavily discounted access to visiWealth Essentials and visiWealth Pro, the preferred way to access high resolution visuals of strategies and concepts related to education planning, estate planning, investment planning, retirement planning, and tax planning.

TESTIMONIALS

"I love having a resource at my fingertips with up-to-date information on the education funding process with tips and techniques for various family situations."
Jamie Bosse, CFP, RFC, CCFC

"My current and future clients will receive many benefits as a result of me completing this program. I would recommend the CCFC designation to any of my industry colleagues!"
Mark Cecchini, CFP, CCFC

"The CCFC is invaluable when doing comprehensive college or student loan planning. I feel much more confident in providing excellent advice to our clients."
Spenser Liszt, CFP, CCFC

"If you want to enhance your education planning service offering, then the CCFC program is worth your consideration: it’s an investment, not an expense."
Ryan Firth, CPA/PFS, CCFC

"The CCFC is easily one of the most valuable and relevant designations available to planners today. I would strongly recommend the CCFC to financial planners and consultants."
Padric Scott, CFP, ChFC, WMCP, CCFC

"The knowledge the CCFC designation brings to the table makes us feel, as a firm, like we have the right tools in place to combat the rising costs of college, and ultimately the student loan crisis."
Amy Irvine, CFP, MBA, MPAS, CCFC
Pricing and Partnerships

CCFC Designation Program

Initial Fee: $899  
Annual Renewal Fee: $149

College and Student Loan Planning Essentials Course

In Partnership with the Investments & Wealth Institute

One-Time Fee: $895
One-Time Fee (IWI Signature Members): $671.25
One-Time Fee (IWI Elite Members): $537

REGISTER NOW!

Preferred pricing is available through strategic partnerships and company specific bulk course registrations.

Strategic Partners

INVESTMENTS & WEALTH INSTITUTE  
AFCPE  
InvystEd

wealthtender  
CollegeInvest

PRIVATE COLLEGE 529 PLAN by CollegeWell

Contact Us to Learn More

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