



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

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# CCFC

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

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AMERICAN INSTITUTE OF CERTIFIED COLLEGE FINANCIAL CONSULTANTS

[AICCFC.ORG](http://AICCFC.ORG)

# 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 \$1.6 trillion dollars and less than 1% 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

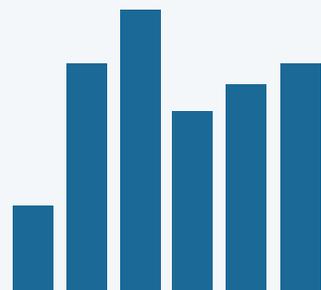
Approximate amount of wealth that will be transferred from the Baby Boomer Generation.

### 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**



# DESIGNATION HOLDERS

## WHERE THEY ARE



CCFCs are currently represented in 25 states and Guam.

## WHO THEY ARE

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**

## HOW THEY OPERATE

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)**

## WHY THEY CHOSE US

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**

# 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 | PFS | CFP | ChFC | CFA | AFC
- Provide evidence of sufficient education and experience to be deemed satisfactory by the AICCCFC.

## EDUCATION

CCFC designation holders must complete a comprehensive interactive online course, receive a passing score of **at least 70%** 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**.

[COURSE DEMO LINK](#)

## 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 AICCCFC.

## 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. This continuing education is provided for free through quarterly webinars administered by **CPA Academy** that are also approved for CPA CE credit. All other CCFC designation holders must complete **15 hours of continuing education** on an annual basis.

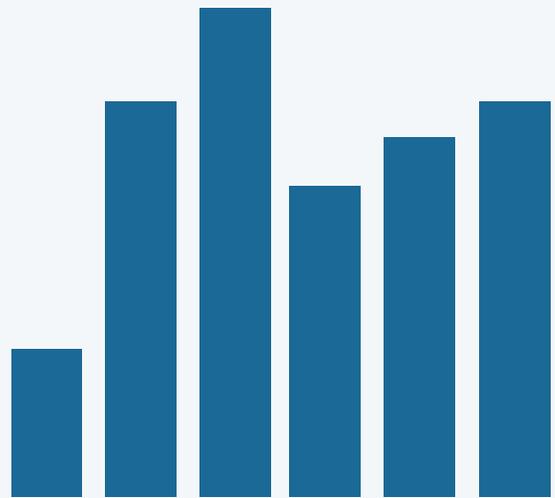
## CCFC STATISTICS

# 72

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 AICCCFC education course.



# 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 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 **Dr. Ross A. Riskin, DBA, CPA/PFS, CCFC, MS Tax** who acts as an Associate Professor of Taxation and the Director of the CFP and ChFC Education Programs at the American College of Financial Services. Professor 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

## RESOURCE CENTER

CCFC designation holders receive unlimited access to PowerPoint Presentations, Planning Checklists, Report Templates, Calculators, and a **Comprehensive Resource Guide**.

## PROSPECTING AND LEAD GENERATION

Prospective clients are able to search for a CCFC designation holder by state or advisor type on the AICCCFC website. They are also able to submit questions to the AICCCFC that are then pushed to CCFC designation holders as a form of lead generation.

## 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!



## TESTIMONIALS

*"The CCFC designation has opened me up to so many opportunities specific to the world of higher education finances beyond my initial interest related to student loan repayment. Having insight into the full lifecycle of this process provides unique value in quality of client advice. Furthermore, I've received almost immediate trusted authority in multiple business dealings from complete strangers. I've created so many unexpected and advantageous relationships including board members from local colleges, student loan lender referral partners, proactive solicitation for community sponsorship and media advertising, and consultation for EdTech/FinTech products."*



**Rebecca Bailey, CPA, CCFC**

*"The Certified College Financial Consultant (CCFC) curriculum is outstanding. The coursework covers a lot of ground with respect to college planning and student loan advising, and can be accessed on demand anytime you need to refer back to it. The body of knowledge and tools available to advisors is extremely useful, but the true value of the CCFC Designation is the network of fellow advisors that members can tap into to bounce ideas off of and share best practices. 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**

# PRICING AND PARTNERSHIPS

## CCFC DESIGNATION

Initial Fee: **\$699**

Annual Renewal Fee: **\$149**

## AICCFE EDUCATION COURSE

Initial Fee: **\$599**

Annual Renewal Fee: **N/A**

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

## STRATEGIC PARTNERS



College Aid Pro™



**LoanBuddy**  
for advisors



**RIGHT**CAPITAL

## CONTACT US TO LEARN MORE



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