

CFEd® & AFEd

Designation Programs

A new structure for the CFEd® and AFEd designations, built around the way WealthWave professionals actually work



CFEd® Certified Financial Educator - Registry Program

- Requires only 2 years of industry or educator experience (Reduced from 3 years)
- CFEd® Holders are eligible to deliver Continuing Education programs to HR managers, real estate agents, mortgage lenders, and other licensed professionals
- Access to advanced Heartland materials and presentation curriculum
- \$100/month Registry participation and renewal after first 12 months
- Personalized Heartland business cards with CFEd® designation



CFEd® Certified Financial Educator - Renewal Program (Optional After 12 Months)

- Must complete 12 months on the CFEd® Registry Plan
- After 12 months you can choose to leave the registry and renew designation for \$45/month
- Use CFEd® designation on WealthWave business cards and email signatures



AFEd Associate Financial Educator

- Credibility-building entry path for newer associates
- \$50/month for 12 months to attain AFEd certification
- \$45/month renewal after first 12 months
- Natural pathway to CFEd® once experience requirement is met



FAQs

What are the benefits of having the designations?

Holding the CFEd®/AFEd designations distinguishes the holder, in the view of clients, as someone who has attained an advanced level of knowledge in their field.

How do I begin the process?

Apply to Heartland using the appropriate link on WealthWaveONE under the CFEd® tab.

Does the CFEd® designation require OBA approval?

Yes, if you are registered with TFA please complete an Outside Business Activity form through the Informs system on mywfg.com.

Is there a time limit to study and complete the exam?

Yes. The course/exam should be completed within six (6) months of the purchase date/first payment.

Can I continue to use my designation without paying the renewal fees?

No. The designation requires renewal each year with monthly payments.

How do I change my current designation from the Registry to the WealthWave Only renewal option?

Please email marcia@wealthwave.com for more information.

I completed the CFEd® exam but am no longer paying the fee. How do I get reinstated?

Please email marcia@wealthwave.com for assistance.

How do I order Heartland Business Cards or add the designation to my WealthWave Business Card?

Please email marcia@wealthwave.com for assistance with those templates.

How do I get my CFEd®/AFEd lapel pin?

Please email your name, certification date, designation, and mailing address to marcia@wealthwave.com.