EMAIL: AICPA Credentials: Increase Opportunities, Credibility and Earning Power

All links should be directed to <http://www.aicpa.org/Membership/Join/Pages/credentials.aspx>

Subject Line: AICPA Credentials: Increase Opportunities, Credibility and Earning Power

Pre-header: Add an AICPA credential in one of four advisory service areas.

Body:

In order to succeed in an increasingly crowded marketplace, many financial professionals are leveraging the rapid growth of advisory services by choosing to offer specialized knowledge to their clients or employers.

The AICPA offers exclusive credentials for qualified financial professionals — Certified in Financial Forensics (CFF®), Personal Financial Specialist (PFS™), Accredited in Business Valuation (ABV®), Certified Information Technology Professional (CITP®), and the Certified in Entity and Intangible Valuations (CEIVTM) — that can differentiate you as having knowledge and expertise in a specialty practice area, giving you, your firm or your organization a competitive advantage.

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Adding one of these credentials can broaden your career options, expand your practice, increase client retention, strengthen your credibility and help you stand out within the profession.

Many firms seek out employees with AICPA credentials because they are able to do more for their clients, serving them in new ways. Likewise, organizations reward their employees who can provide in-house expertise that helps meet business and operational goals.

Learn more at [aicpa.org/credentials](http://www.aicpa.org/aicpacredentials)