

# AFEA Education Disclosure Compliance Procedure and Script

FOR AMERICAN FINANCIAL EDUCATION ALLIANCE MEMBERS



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## AFEA Compliance Procedure

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The AFEA Education Disclosure form is a mandatory requirement that must be signed by the instructor and the student during an AFEA strategy session. AFEA and instructors must keep copies on file for each strategy session conducted from an AFEA workshop. **Note: The form is not to be provided at class and does not need to be given to all students.**

### When to have Student Sign the Disclosure

- Prior to any guidance or advice given beyond general education
- Before Intake of any personal or financial information
- When preparing and providing any reports

### Mandatory Requirements of the Instructor

- Instructor must also sign the disclosure
- Instructors must keep every disclosure on file (3 years)
- A copy of completed form must be sent to AFEA: [forms@myafea.org](mailto:forms@myafea.org)



# AFEA Strategy Session

## Education Disclosure Script

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### AFEA Strategy Session Education Disclosure Script

This script helps set expectations, explain the disclosure form, and smoothly transition into your advisory role when appropriate. You may introduce the Education Disclosure at the beginning of the meeting OR when conversation moves beyond general education.

#### Introduction:

“Mr./Mrs. [Name]:

Before we get started, I do need to take care of a quick requirement for AFEA.

As you know, AFEA is a nonprofit organization that provides general education only. They do not offer specific recommendations or personalized advice.

Now, during our conversation, you may ask questions about your personal specific situation where I may provide suggestions or guidance.

In order for me to do that—and for you to receive any reports—this form must be signed.

It simply acknowledges that anything beyond general education is outside of AFEA’s scope and releases them from any recommendations I provide.

It was written by an attorney, so it may sound formal—but it’s straightforward.

Go ahead and take a moment to review it, and we’ll get started.”

**Stop → Pause and allow the student to read and sign the form, then begin the consultation as you normally would all first consultations.**

#### Coaching Tips:

- Keep tone calm and matter-of-fact (not defensive)
- Do NOT rush the signature—silence is okay

- If they hesitate: briefly restate purpose, don't over-explain

**Goal:**

Set compliance boundary while maintaining trust

## **Strategy Session Opening**

“Mr./Mrs. [Name]:

The purpose of today's strategy session is to help you better understand how what you learned in the workshop applies to your personal situation.

I understand you may have specific goals, questions, or concerns, and my role is to help you move forward in a way that makes sense for you.

So please feel free to ask any questions as we go.”

**Pause → and allow engagement.**

**Coaching Tips:**

- Keep this warm and relaxed
- This is where you shift from “presentation” to “conversation”
- Make eye contact and slow down

**Goal:**

Lower guard and invite engagement

## **First Questions (Discovery Phase)**

“To make sure this time is as helpful as possible, let me ask you a couple of quick questions:

- What were you hoping to get out of today's session?
- What questions do you currently have about your retirement planning?
- And how do you see the reports we discussed in the workshop helping your situation?”

**Pause → Listen. Let them fully respond - they may even ask for suggestions, but give them time to talk and be heard.**

**Coaching Tips:**

- This is the most important part of the meeting
- Do NOT interrupt
- Take notes visibly
- Let silence work—people will fill it

**Goal:**

Understand their real concerns (not surface-level answers)

**Transition (Moving Toward Reports / Advice - Building Trust and Value)**

“I’m glad you brought that up—that’s important.

As you may know, there are many free reports available today, but they don’t always reflect what’s most relevant to each person’s situation or provide the insight needed to make confident decisions about retirement.

What’s most helpful is making sure the information connects to your specific concerns.

To do that, I’ll need to gather a bit more information so we can focus on what matters most to you.

Would that be okay?”

**Pause → proceed based on response - let conversation that follows dictate the remainder of session.**

**Coaching Tips:**

- Position yourself as different from “generic advisors”
- Avoid sounding salesy—focus on relevance and personalization
- Ask permission (“Would that be okay?”) to maintain control

**Goal:**

Earn the right to gather deeper information

**Close of Session (Setting the expectation of a return visit.)**

“Based on what we discussed today, I’d like to take some time to review everything so we can focus more clearly on your specific situation.

Once that’s ready, we’ll have you come back and go through it together, so you can get clarity around your questions and next steps.

Let’s go ahead and get that scheduled.”

**Pause → allow response, then transition naturally into scheduling**

**Coaching Tips:**

- Do NOT deliver everything in the first meeting
- Emphasize thoughtfulness and customization
- Guide conversation around the student’s concerns, not your solutions
- Always move to a scheduled next step (not “I’ll follow up”)

**Goal:**

Secure second appointment and maintain momentum



## **Additional Tips to Strengthen Your Delivery and Student Experience**

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**Common Mistakes to Avoid**

Skipping or rushing the disclosure

Giving advice before the form is signed

Talking too much during discovery

Over-explaining reports instead of positioning value

Ending without scheduling the next appointment

## **Success Mindset**

You are guiding, not pitching

Let their concerns lead the conversation

Trust is built through listening and understanding

Structure creates confidence—for both you and the client

Compliance is not a barrier—it's a positioning advantage

## **Student Wants Advice Before Signing Education Disclosure Form**

**Student:** “Can you just tell me what I should do with my retirement account?”

**Instructor:** “I’d be glad to help. First, I need the form signed so I can discuss your specific situation, not just general education. Once that’s done, we can review your options together.”

## **Student Is Quiet**

**Instructor:** “What were you hoping to get out of today?”

**Student:** “I’m not really sure...”

**Instructor:** “That’s okay—many people feel that way. What’s your biggest concern about retirement right now?”

## Objections

**1. “Why do I have to sign this?”**

“AFEA can only provide general education. This form allows me to discuss your personal situation and better assist you.”

**2. “This sounds like a liability waiver...”**

“It’s really just clarifying that AFEA provides education, and any personalized guidance comes through me.”

**3. “I don’t want to sign anything.”**

“I understand. Without it, I can only provide general information, not personalized guidance or reports.”

**4. “Are you trying to sell me something?”**

“No. Today is about understanding your situation and giving you useful information. There’s no obligation.”

**5. “Why can’t you just give me the report now?”**

“I want it to be tailored to your situation, not generic. That way it’s actually useful when we review it together.”

**6. “I need to think about it.”**

“Of course. The next meeting is simply a chance to review what I prepared—there’s no obligation.”

**7. “This sounds complicated...”**

“I understand. My job is to simplify it and walk you through it step by step.”

**8. “I already have an advisor.”**

“That’s great. This is just an additional perspective you can take back to your advisor.”

**American Financial Education Alliance**

**Please contact your Academic Coordinator for additional information.**