

CPC Purpose, Mission and Values

CPC PURPOSE

The primary purpose of the NFDA Certified Preplanning Consultant (CPC) certification program is to promote and enhance ethical obligations, service to families, and compliance with laws and regulations affecting the funeral consumer, and to establish the highest standards of professional excellence through voluntary certification.

CPC MISSION

The mission of the NFDA Certified Preplanning Consultant (CPC) Program is to promote expertise and professionalism in advance funeral planning by recognizing individuals who have met defined criteria and demonstrated knowledge through a certification examination on preplanning standards.

The CPC certification program is not designed to determine who is qualified or who shall engage in advance funeral planning, but rather to promote a level of professionalism, compliance, and ethical service to families that choose to plan and/or fund funerals in advance.

NFDA works with the Employment Research and Development Institute (ERDI), a national testing company, to develop the CPC examination. The CPC program is accredited by the Academy of Professional Funeral Service Practice (APFSP) and by most state boards. The examination is based on an analysis of preplanning consulting practice and was developed by ERDI with the assistance of a team of practitioners.

CPC VISION

In order to accomplish this mission, in accordance with the NFDA Code of Professional Conduct, NFDA is committed to the long-term vision of ensuring that every consumer will receive the best, most caring, respectful, ethical, and lawful professional service when they choose to plan a funeral in advance. In addition, while its public policy position is that all individuals who arrange funeral services on a preneed basis must be licensed funeral directors, via the CPC program NFDA is committed to raising the professional standards of all individuals who are currently allowed by their state laws to preplan funerals.

CPC Code of Ethics

As a Certified Preplanning Consultant (CPC), I pledge to abide by the following commitments that identify the ethical standards of my profession:

Service to Families

- I will treat the information shared with me during the preplanning interview with confidentiality and integrity.
- I will offer my services to all without regard to religion, race, color, national origin, sex, sexual orientation or disability.
- I will at all times maintain the standards and obligations of the funeral home that I represent.
- I will provide my client with detailed price lists of services and merchandise before he or she selects services or merchandise, and at the conclusion of the funeral arrangement conference will provide a written statement listing all of the services and merchandise that have been purchased.
- I will properly account for and remit any monies, documents or personal property belonging to others that come into my possession.
- I will answer any questions the client may have pertaining to the preneed agreement, including any guarantees and representations, and will attempt to resolve any problems efficiently and fairly and with due consideration given to the views and concerns of the client.

Obligations to the Public

- I will make no representation, written or oral, that may be false or misleading or that is likely to defraud or deceive the public.
- I will abide by the provisions of the *NFDA CPC Statement of Use* regarding the appropriate and responsible use of the CPC designation.
- I will continue my professional education in this field.
- I further pledge to conduct myself at all times in a manner that deserves the public trust.

Obligations to the Government

- I will continue to hold all necessary licenses to engage in providing preneed services and products in the state or states in which I practice.
- I will maintain my accountability to the client by complying with all applicable state and federal regulations and standards governing funeral preplanning, trust and insurance funding for funerals, and consumer protection.