The American College Professional Pledge
(The pledge is signed by all REBC designees.)

In all my professional relationships, I pledge myself to the following rule of ethical conduct: I shall, in light of all conditions surrounding those I serve, which I shall make every conscientious effort to ascertain and understand, render that service which, in the same circumstances, I would apply to myself.

About the REBC Program
The REBC curriculum is administered by The American College in Bryn Mawr, Pennsylvania. The required course of study includes group benefits, retirement planning, managed care, and Social Security and other social insurance programs. REBC students also select two elective courses of study.

Founded in 1927, The American College is the nation’s leading educator of professionals in the insurance and financial services industry.

The American College is accredited by the:
Middle States Commission on Higher Education
3624 Market Street, Philadelphia, PA 19104;
(215) 662-5606

theamericancollege.edu
610-526-1450

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What is an REBC?

REBC® stands for Registered Employee Benefits Consultant. It is a professional designation for employee benefits professionals granted by The American College (Bryn Mawr, PA) to individuals who have proven themselves to be:

Educated
By completing a comprehensive five-course curriculum developed specifically for employee benefits professionals.

Qualified
By passing a series of written examinations.

Experienced
By having a minimum of three years of qualifying professional experience.

Ethical
By maintaining ethical standards and adhering to The American College’s Code of Ethics.

Knowledgeable
By earning their re-certification every two years through The American College, thereby ensuring they are informed on the latest developments in employee benefits.

What can an REBC do for YOU?

Registered Employee Benefits Consultants complete a rigorous educational program, maintain ethical standards and continue learning throughout their career. You can be confident that your REBC is providing the most knowledgeable, current and ethical advice possible.

A knowledgeable REBC can help you:
Understand and select the right group benefit plans for your company:
• Group life insurance
• Group disability income insurance
• Group medical expense benefits
• Group dental insurance
• Group insurance pricing
• Group benefit plan design and administration
• Cafeteria plans

Learn about managed care:
• Organization and structure
• Cost and quality control
• Legal and regulatory issues

Plan for the retirement needs of your business and your employees:
• Choosing the best tax advantaged retirement plan, including 401(k)s, tax-sheltered annuities, SEPs, SARSEPs, and SIMPLEs.
• Tailoring your retirement plan to your objectives
• Funding your plan and investing
• Setting up and administering your plan

Why select an REBC?

You and your employees deserve the best possible advice for your benefits needs. An REBC is a qualified professional who can provide expert guidance and help you select the appropriate employee benefit plans for your company.

An REBC:
• Pledges to establish financial goals that are most beneficial to you.
• Pledges to adhere to a strict code of ethics.
• Is committed to providing you with superior service.
• Has successfully completed a comprehensive curriculum of college-level courses from The American College.
• Has a minimum of three years of qualifying professional experience.
• Is one of a select group within the financial services field to earn this respected credential in employee benefits.