



## **CU Direct Connect Certifies Staff with AFIP Credentials**

**Denver, CO, November 22, 2005** – CU Direct Connect has always viewed its dealers as its true partner. Now that partnership has reached a new level with the recent Association of Finance & Insurance Professionals (AFIP) certification of CU Direct Connect’s dealer relations staff.

In order to provide additional support and education for its dealers, CU Direct Connect contracted with AFIP in August 2005 to certify its dealer relations staff, which included Dealer Account Managers, Sales Manager, Director of Operations, and several Operations Managers. They completed the tests and were certified on October 24, 2005. “This certification will provide us with the ability to assist and mentor our dealerships in becoming certified and to proactively support our high levels of customer service and ethics we are known for”, says CU Direct Connect Sales Manager Chad Shane.

AFIP is the sanctioning body for the in-dealership financial services personnel in the United States, Canada, and Europe. The certification program, recommended by the National Automobile Dealers Association, is a college level continuing education curriculum designed to ensure a mastery of the state and federal regulations that govern the solicitation and sale of vehicle funding and owner protection options.

The course also includes a section on ethics offered by the highly respected Walsh Institute of Ethical Behavior. Walsh is a federally approved provider of mandated ethics training for securities brokers. CU Direct Connect dealer relations staff signed the enforced AFIP Code of Ethics, in which they agree to hold themselves personally responsible for their actions when dealing with the buying public.

Dealerships are also being urged by National Automobile Dealer Association (NADA) to step up Finance & Insurance training for its employees. In a recent publication, NADA Chairman Jack Kain, recommended that all dealer finance employees become certified through AFIP in order to regain credibility in the dealership finance departments. “Building consumer awareness of the automobile process is not an easy task, but more progress is needed,” says Mr. Kain. CU Direct Connect can now assist those dealers in gaining certification.