



**THINK.  
EXPERIENCE.  
ELEVATE.**



### **What is the CPAFMA PAFM™ program?**

CPAFMA created a credential for our professionals (Firm Administrators, Directors of Administration, Chief Operating Officers) to further enhance the importance, status and acceptance of the position within the industry. This credential (Public Accounting Firm Manager [PAFM™]) was created to recognize the roles, required scope of competencies and accomplishments of those actively managing accounting firms today.

### **Why did CPAFMA create this credential?**

CPAFMA's Public Accounting Firm Manager (PAFM)™ credential program joins a growing trend within accounting and other professions to recognize and create value for those individuals who have achieved a high level of competency within the firm manager community. Competency and skills will be verified by a comprehensive process administered by the CPAFMA.

### **How does becoming credentialed benefit me?**

Earning a PAFM™ recognizes someone who is working at the top level within our profession and it exemplifies both their professional capabilities, experience and achievement. The PAFM™ is a recognized symbol that can be shared in correspondence and other materials which reflects demonstrated mastery of the skill sets necessary and an unparalleled level of competence to be an effective firm manager. It also affirms that the firm is well-managed in its affairs by employing an accredited firm manager who meets exceptionally high standards within our profession.

### **How much does it cost to become certified?**

The initial application fee is \$250 and is separate from any other credentialing fees that may be established; the application fee includes the processing of the PAFM™ Matrix. Once approved, the cost to become a PAFM™ is \$249 for CPAFMA members. An annual re-certification fee of \$149 applies to all PAFMs.



# What are the eligibility requirements?

## Employment and Experience

The minimum period of employment tenure required to seek our credential is a total of two consecutive years in the profession of accounting firm management. There is a brief application and a 12-competency PAFM™ Matrix requiring completion by the applicant including review and signature by an owner of the firm for which the applicant is working. The completed PAFM™ Matrix is forwarded to the CPAFMA Credentialing Committee for review and qualification assessment.

## Education

There is no minimum educational requirement to seek certification. Education cannot be substituted for the employment tenure requirement above, or as a substitute for or supplement to successful completion of the PAFM™ Matrix.

## Ethics

Those who wish to apply for the PAFM™ credential are expected to affirm in writing their planned adherence to the CPAFMA Core Values of a Firm Manager and will be held to that standard.

## How long does my certification last?

The PAFM™ credential, if awarded, lasts two years from the date of notification by the CPAFMA Credentialing Committee that the applicant has successfully met all requirements to become a PAFM™. Upon expiration of the two-year term, the credential holder must meet the requirements of the credential renewal process.

## Credential Renewal Process

The credential renewal process requires 40 hours of continuing professional education (CPE) in our field during any two-year period that an individual holds the PAFM™, with at least 16 hours of the CPE being acquired in each year during that two-year period. The CPE can be acquired through CPAFMA webinars, within CPAFMA Group gatherings including presentation of CPAFMA national CPE-approved education, and at the annual CONNECTIONS Conference (attendance at which for two years would satisfy the CPE requirement). Other relevant CPE will be considered for credit. PAFMs are provided CPAFMA MAPCasts (webinars) at no cost and a holder should be able to achieve CPE hours through this medium.



### CPA Firm Management Association

CPA Firm Management Association is leading the management of CPA firms by empowering and equipping them to succeed by providing community + connections, inspiring to advocate + elevate, sharing resources + tools, offering education + knowledge, and exchanging strategy + implementation.