

# AMP Designation

## What does **AMP** mean?

AMP stands for **A**ccredited **M**ortgage **P**rofessional and is the only national designation for members of Canada's mortgage industry. AMP status is granted by the Canadian Association of Accredited Mortgage Professionals [CAAMP] to those in the industry that have demonstrated a high standard of ethics and a commitment to ongoing education.

## Why does it matter?

The ongoing training and education required to maintain AMP status means you are being helped by a professional who is committed to, and capable of, ensuring that you have the knowledge to confidently make the best mortgage decision possible.

## So what?

Financing your home is likely going to be the biggest financial decision you make in your lifetime. Are you sure you want to take advice from just anyone?

Ask your banker or mortgage professional if they are an AMP and listen carefully to their answer:

- ➔ "I am an AMP." Great! Be confident they are committed to finding the Best Fit for you.
- ➔ "I've heard of AMP but I'm not one." I guess being as professional and educated as possible is not that important to them.
- ➔ "I've never heard of AMP." If they are not aware of the Canadian industry's only national designation than what else are they not aware of?

Think Mortgage. Think AMP.

For more information click [here](#) to visit the CAAMP website.