



Resident Services  
Corporation of DeKalb

[www.residentservicescorp.org](http://www.residentservicescorp.org)



[www.dekalbhousing.org](http://www.dekalbhousing.org)

**FOR IMMEDIATE RELEASE**

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## **NEWS RELEASE**

**DECATUR, GA** - The Resident Services Corporation of DeKalb (RSCD), a nonprofit affiliate of the Housing Authority of DeKalb County (HADC), announced today that it has been selected by the Consumer Financial Protection Bureau (CFPB) to participate in the federal agency's Financial Coaching Initiative. As part of this initiative, RSCD will host a full-time financial coach to work with its clients to help them with their financial goals.

"By integrating financial coaching into our existing services, we can meet our clients where their needs are – to educate and empower them. Our ultimate goal is to change behaviors to help our clients achieve their financial goals and become self-sufficient," said E. P. "Pete" Walker, Jr., CEO of RSCD.

Millions of consumers are economically vulnerable, including the 49.1 million people living below the poverty line, and the more than 68 million who are financially underserved. These consumers are the most likely to lack access to traditional financial services, which may include products that are more appropriate to their needs and less costly. In-person, individualized and trustworthy guidance can help these consumers make good financial decisions and reach their financial goals.

The [CFPB Financial Coaching Initiative](#) provides financial coaching services at critical points in consumers' lives as they move along the path to financial stability. The program helps both veterans as they transition from active duty status as well as economically vulnerable consumers seeking other services from social services and other providers.

RSCD is one of sixty diverse partner organizations from around the country that have been selected to host professional financial coaches. The sites include various nonprofits, as well as Department of Labor American Job Centers, which provide resources to help people find a job, identify training programs, and gain skills in growing industries.

RSCD was selected as part of a competitive process involving hundreds of organizations nationwide. All of the nonprofit organizations selected to host financial coaches for economically vulnerable consumers also provide services that complement financial coaching, such as job training and education, social, and housing services.

The coaches hired for the program have experience working with the populations they will service, are accredited by the Association for Financial Counseling and Planning Education, and will be trained in financial coaching techniques.

More information on the CFPB's Financial Coaching Initiative is available here:

<http://www.consumerfinance.gov/newsroom/cfpb-launches-financial-coaching-initiative/>.

The Consumer Financial Protection Bureau is the nation's first federal agency whose sole focus is protecting consumers in the financial marketplace. Using its multiple authorities, including regulation, supervision, enforcement, market research, financial education, and the authority to deal directly with consumer complaints, the CFPB is working to restore trust in consumer financial products and services. For more information on the CFPB, visit

[www.consumerfinance.gov](http://www.consumerfinance.gov).

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