LACP Practitioners are:

- Dedicated life insurance and annuity professionals who have earned the trust of their companies and the clients they serve.
- Highly experienced professionals with knowledge and skills that secure the financial futures of families and businesses with solutions that empower them to thrive and prosper.
- Professionals who agree to adhere to a high standard of ethics in accordance with prevailing standards to protect client interests.
- Practitioners who monitor industry legislative and regulatory changes to ensure compliance.
- Dedicated to good business practices in accordance with the law and professional expectations to safeguard client interests.

From the founders of the LUTCF® designation

NAIFA’s LUTCF® designation program – often considered the first designation any insurance professional should earn - has delivered value to more than 50,000 professionals since 1984. The new NAIFA LACP certification is the logical “next step” for those who wish to demonstrate their knowledge and expertise beyond the requirements of industry licensure.

Ownership of certification marks and conditions for their use:

NAIFA owns and controls the Life and Annuity Certified Professional (LACP) certification and certification-related marks (e.g., LACP) and logos (collectively, the “Marks”). Only certificants who hold valid LACP certification are authorized to use the Marks. NAIFA monitors certificants’ use of the Marks on websites and other locations. Unauthorized use of the Marks by any individual is prohibited, and NAIFA may take appropriate measures to address all unauthorized use that comes to its attention.
THE GOLD STANDARD FOR EXPERIENCED LIFE AND ANNUITY PROFESSIONALS

The NAIFA Life and Annuity Certified Professional (LACP) certification serves consumers by recognizing financial professionals with a mark of distinction for their product knowledge, consultative sales process and compliance with ethical, legal, and regulatory requirements. LACP practitioners are held to a standard of excellence that defines and differentiates them from their peers and to the clients they serve.

Earning the LACP Certification

NAIFA Life and Annuity Certified Professional (LACP) are agents with knowledge and experience beyond the requirements for industry licensure. Certification exemplifies excellence in the following areas:

PRODUCT KNOWLEDGE
Professionals who wish to become a LACP must possess a depth of product knowledge in order to deliver thorough and competent advice to consumers seeking financial services and solutions in life insurance and annuities. Candidates must demonstrate expertise in the following areas: Life Insurance (permanent, term); Annuities (immediate, deferred); Annuity/long-term care hybrid; Riders (life, annuity); General Policy Provisions; Concepts and Uses, among others.

CONSULTATIVE SALES PROCESS
LACP holders are agents and advisors who have developed an effective consultative selling approach by applying the skills, techniques and best practices to the sales process. They establish trust and rapport with clients using appropriate communications strategies while employing a fact-finding process to understand a client’s situation, including goals, needs, tolerance for risk, and perceptions about their circumstances. They present solutions and initiate execution of the plan as agreed upon by clients using appropriate resources, applications, and follow up to ensure the solution is implemented.

ETHICAL, LEGAL AND REGULATORY REQUIREMENTS
LACP holders agree to adhere to a high standard of ethics in accordance with prevailing standards to protect client interests. They monitor industry legislative and regulatory changes to ensure compliance, and they observe good business practices in accordance with the law and professional expectations to safeguard client interests.

Fees and How to Apply
Application and examination fees are $500 for NAIFA members, $700 for Non-NAIFA Members, and $500 for non-U.S. candidates. Visit www.NAIFA.org/LACP to register for the exam.

Recertification
Recertification is required every three years. Within the three-year period, certificants must document no less than 30 hours of life, annuities and ethics continued education from providers approved by the LACP Certification Committee, or they must take and pass the certification examination. Recertification fee is $300.

LACP Exam
To become an LACP, practitioners will meet the eligibility criteria and successfully complete the LACP examination.

LACP Exam Eligibility Criteria
1. Licensure as a life insurance agent in the jurisdiction(s) of practice
2. Attestation of compliance with the NAIFA Code of Ethics
3. Three (3) years (equivalent to 6,000 hours) of full-time experience as an active life insurance agent. Full-time employment is generally equated to 2,000 hours of work annually. Agents who have worked part-time may achieve eligibility by completing 6,000 hours of work over more than three (3) years
4. Bachelor’s or higher degree granted by a college or university that is accredited by an entity approved by the U.S. Department of Education, or the equivalent Industry designation (CLU, CPP, ChFC, FIC, FLMI, FSCP, LUTCF) or others to be approved as appropriate

Two (2) years (equivalent to 4,000 hours) of additional experience for a total of five (5) years (equivalent to 10,000 hours) of experience as an active life insurance agent

In addition to completing the above requirements, the successful candidate must achieve a passing score on the LACP examination.

These requirements must be completed prior to submitting your application for the examination. Once compliance with the eligibility requirements has been verified, candidacy lasts for 366 days.

“Aamir Chalisa, MBA, LUTCF, Managing Director
FUTURITY FIRST INSURANCE GROUP

Those who earn the NAIFA LACP certification will be among a select group of distinguished professionals whom consumers can trust. Together, LACP designees will build upon NAIFA’s 127-year legacy of securing the financial futures of families and businesses with informed, ethical and sound advice today and beyond.”