



# Earn More with a CLU® Designation

INSURANCE ACHIEVEMENT™

KAPLAN SCHWESER

## Insurance Achievement™ Takes the Stress Out of Studying!

Insurance Achievement is part of Kaplan Schweser, a leading provider of education solutions for professionals around the world.

Our only goal is to help you pass your exam with confidence. We achieve that goal by leveraging our 70 years as a leading test preparation service.

**We want you to pass — The First Time!**

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ACHIEVEMENT™**

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## Set Yourself Apart

In the turmoil of today's economy, clients prefer professionals with advanced designations who can provide them with a higher level of expertise to help them protect their assets and rebuild their investments. With an advanced designation, you can:

- Increase your income by 51%\*
- Offer a wider range of products
- Possess specialized knowledge
- Boost your credibility

## The Essential Study Solution

**InstructorLink™**

**\$149**  
per course

**Study Notes**

**SchweserPro™ QBank**

**NEW! QuickSheet™**

**Learn More >>**

## Walk into Your Exam with Confidence

Each Essential Study Solution provides insight into frequently tested topics and subtle strategies that will prepare you for the toughest questions, allowing you to walk into your exam with confidence.

\* By an average of 51%, according to the Bureau of Labor Statistics, U.S. Dept. of Labor.

# Why You Should Earn Your CLU®

For more than 80 years, the Chartered Life Underwriter (CLU®) designation has been regarded as a highly-respected mark of educational achievement and professional excellence. CLU designees are well-qualified to help clients in the areas of:

- Life insurance
- Business planning
- Estate planning

In fact, those holding a CLU designation can average a 51%\* greater income than their counterparts because they have the specialized skills to assist clients:

- Achieve financial goals by analyzing their overall financial picture and by identifying their life and health insurance needs as well as personal property and liability risks
- Attain financial security through life insurance and annuity products
- Manage successful businesses with strategic organizational and preventative planning
- Enhance estate value, conserve existing assets, and provide for financial security during retirement

The CLU designation is awarded by The American College.

## What Our Customers Say:

*"Quite frankly, I'm not certain I would have been able to receive my CLU® without the help of Insurance Achievement."*

**—Kathryn Gillis**

*"Over the past 20 years, I have taken ALL my CLU® and ChFC® courses with Insurance Achievement. Wouldn't think of doing it any other way, you are the best!! Thanks again!"*

**—Ms. Laurie Strommen**

*"I have been very pleased with Insurance Achievement study materials when preparing for ChFC® and CLU® exams! Thanks for providing such a great resource."*

**—Mr. Matthew D. Wince**



# The Essential Study Solution

The Essential Study Solution for each course has been designed to help you walk into your exam with confidence. Each Essential Study Solution contains more study tools than any other provider because we understand that everyone's learning style is unique.

## Study Notes

- Focus on the most current and essential content
- Benefit from realistic examples, terms to know, and key points

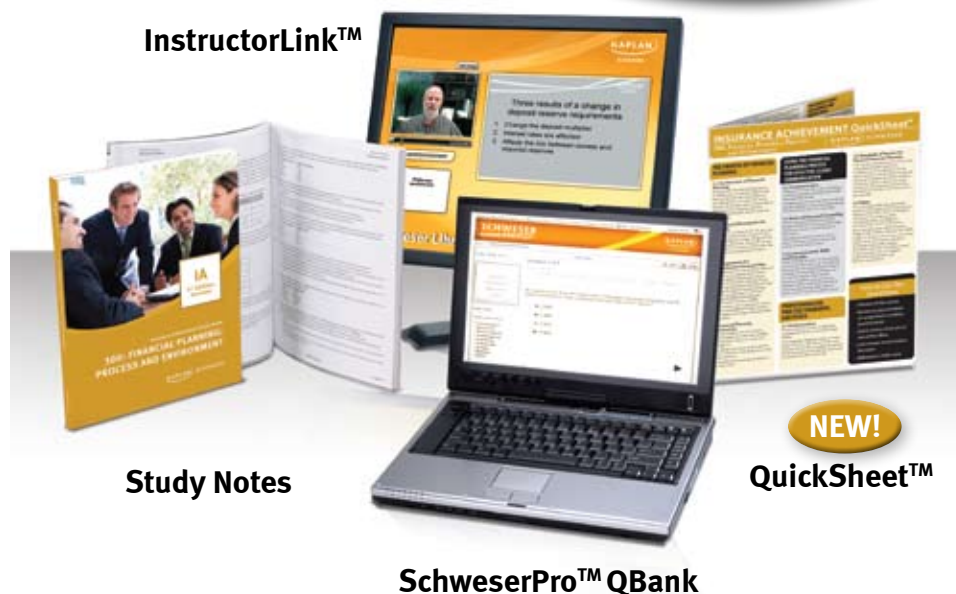
## SchweserPro™ QBank

- Test yourself with over 750 online practice questions per course
- Build interactive practice exams
- Create online personal notes and bookmarks for future reference

## InstructorLink™

- View hours of streaming videos of instructors explaining key concepts
- Connect via e-mail with instructors for personalized support
- Use course-specific and searchable FAQs from other students

**\$149** per course



InstructorLink™

Study Notes

SchweserPro™ QBank

NEW!  
QuickSheet™

## QuickSheet™ **NEW!**

- On-the-go review, anytime, anywhere
- Review after an assignment or before a practice exam
- Last-minute review before your exam
- Use as a reference guide in your daily work

## The Essential Study Solution also includes:

### Assignment Summaries

- Use PDF Assignment Summaries for easy online access to core content
- Increase your comprehension of each course assignment

### Study Calendars

- Use a strong study plan, successfully used by others
- Choose from a 30-day schedule or a 14-day schedule

### Exam Tips

- Maximize your score by using detailed PDF exam tips to help prepare yourself for exam day

## What Our Customers Say:

*"Using your study guides to zero in on the more important issues and aspects of each exam, I was able to pass four exams in less than three months, without missing a beat in all of my other responsibilities!"*

—Garry Winterland, ChFC®

*"I must say the IA materials were the main reason I passed. Thank you for all your help."*

—Ms. Laurie Strommen

# Save Two Years in Earning Three Designations\*

## Take advantage of duplicate requirements

Once you have earned one designation, it is easy to achieve a second, or even a third designation, because the programs share many of the same courses.

One of the “fast tracks” to earn all three insurance designations offered by The American College is to start with your CLU®. You will benefit because **you end up taking seven fewer courses over three designations.**

1. Once you complete your CLU® taking the eight courses highlighted, you'll be able to **earn your ChFC® by taking just five additional courses instead of eight.**
2. Once you complete your ChFC you'll be able to **earn your CASL® by taking just two additional courses instead of five.**

*“I passed 351 this morning and have now earned my CASL designation in addition to my CLU® and ChFC®. I just wanted to let you know that I am a firm believer in your materials, passing eleven classes in less than three years, with a 100% passing rate!”*

—Gene P. Berry, CASL®, CLU®, ChFC®

\* Saving two years is based on the assumption that a candidate completes one course every three months.

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## CLU® Courses:

5 Required Courses (Take all five)	
311	Fundamentals of Insurance Planning
323	Individual Life Insurance
324	Life Insurance Law
330	Fundamentals of Estate Planning
331	Planning for Business Owners and Professionals

Elective Courses (Take the three highlighted)	
300	Financial Planning: Process and Environment
321	Income Taxation
326	Planning for Retirement Needs
328	Investments
334	Estate Planning Applications

CLU Earned

## ChFC® Courses:

7 Required Courses (Take only the three highlighted)	
300	Financial Planning: Process and Environment
311	Fundamentals of Insurance Planning
321	Income Taxation
326	Planning for Retirement Needs
328	Investments
330	Fundamentals of Estate Planning
332	Financial Planning Application

Elective Courses (Take the two highlighted)	
322	The Financial System in the Economy
334	Estate Planning Applications
352	Financial Decisions for Retirement

ChFC Earned

## CASL® Courses:

5 Required Courses (Take only the two highlighted)	
328	Investments
330	Fundamentals of Estate Planning
350	Understanding the Older Client
351	Health and Long-Term Care Financing for Seniors
352	Financial Decisions for Retirement

CASL Earned