



INSURANCE ACHIEVEMENT

Navigate Your Way to a
ChFC[®], CLU[®], or CASL[®] Designation

KAPLAN SCHWESER

What you'll find in this document:

- [Which Designation is Right for You?](#)
- [How Long Will it Take?](#)
- [Can You Complete a Designation Faster?](#)
- [How Much Will it Cost?](#)
- [Ask About Reimbursement](#)
- [What are the Exams Like?](#)
- [Where Do You Take Your Exam?](#)
- [What to Do on Exam Day](#)
- [How to Schedule Your Exam](#)
- [What Does the Exam Cost?](#)
- [Changing Your Exam Appointment](#)
- [What About Calculators?](#)
- [Can You Retake Your Exam?](#)
- [Are There Continuing Education Requirements?](#)

Also:

- [Exam Prep Programs for You](#)
- [What's New?](#)

Set Yourself Apart with an Advanced Designation

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

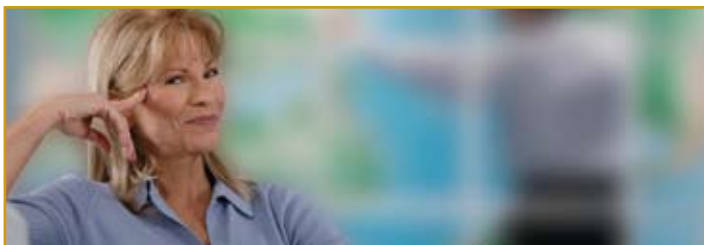
* By an average of 51%, according to the Bureau of Labor Statistics, U.S. Dept. of Labor

Program Requirements for Earning the ChFC[®], CLU[®], or CASL[®] Designations

To earn any of these three designations, the following are required:

- Pass the exams for all required and elective courses. You must achieve a minimum score of 70% to pass.
- Meet the experience requirements: Three years of business experience immediately preceding the date of use of the designation are required. An undergraduate or graduate degree from an accredited educational institution qualifies as one year of business experience.
- Take the Professional Ethics Pledge.
- When you achieve your designation, you must earn your recertification every two years.
- Complete your coursework within five years from the date of initial enrollment (or five years from the date of January 1, 2006, if previously enrolled in the program).

Which Advanced Designation is Right for You?



Why earn your ChFC®?

Chartered Financial Consultant®

This designation is particularly attractive due to the recent changes in the CFP Board's Standards of Professional Conduct because the ChFC® and the CFP® Certification share the same core curriculum. ChFC designees are well qualified to help clients:

- Reduce income taxes
- Identify insurance needs
- Achieve their investment objectives
- Optimize retirement plans

[Learn more >>](#)



Why earn your CLU®?

Chartered Life Underwriter®

For more than 80 years, this designation has been regarded as a highly-respected mark of educational achievement and professional excellence. CLU® designees possess the specialized skills to help clients:

- Determine life insurance needs
- Create individualized insurance plans
- Develop personal estate plans
- Manage successful businesses

[Learn more >>](#)



Why earn your CASL®?

Chartered Advisor for Senior Living®

The baby boomer generation, at 76 million strong, has moved into the second half of life, making the future of senior advising a very lucrative profession. CASL® designees are well qualified to help clients:

- Prepare for retirement
- Develop estate planning strategies
- Plan for health and long-term care
- Structure retirement plan distributions

[Learn more >>](#)

[Click Here](#)

to learn how you can save up to two years earning multiple designations.

It is imperative that my education materials be concise, summarize and explain key components of the curriculum material, and provide online study options/materials. Insurance Achievement does all of this. I will continue to use these materials as they are a proven commodity and provide me exactly what I need to be successful.

—**Christopher Coon,**
State Farm Insurance Companies

ChFC® Curriculum

Required Courses (You will need all seven.)	
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 Applications
Elective Courses (You will need two.)	
322	The Financial System in the Economy
334	Estate Planning Applications
342	Executive Compensation
352	Financial Decisions for Retirement

CLU® Curriculum

Required Courses (You will need 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 (You will need three.)	
300	Financial Planning: Process and Environment
313	Individual Health Insurance
321	Income Taxation
325	Group Benefits
326	Planning for Retirement Needs
328	Investments
334	Estate Planning Applications

CASL® Curriculum

Required Courses (You will need all five.)	
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

How Long Will it Take?

- Most students invest 50-70 hours of studying for each course.
- 15-24 months is a typical timeframe to complete a designation.

Can You Complete a Designation Faster?

- Insurance Achievement's 30-day study calendars, which you receive with every Essential Study Solution, provide the guidance you need to confidently prepare for your exam in one month.
- These study calendars will have you on track to earn your designation in one year or less.

How Much Will it Cost?

- You pay a one-time, non-refundable admission fee to The American College of \$130.
- For each course there is a Tuition and Fees cost of \$585, which includes your traditional college textbooks and other materials.
- For each course, we recommend that you use an Essential Study Solution (\$149 per course) in order to:
 - Focus on the most current and essential content.
 - Test yourself with over 750 online practice questions per course.
 - View 25 or more streaming videos of instructors explaining difficult concepts.
 - Connect via email with instructors for personalized support.
 - Use course-specific and searchable FAQs.
 - Accelerate your learning with study calendars.
 - Walk into your exam with confidence.

Ask Your Company About Its Reimbursement Program

Many companies will reimburse their employees for the cost of successfully earning one of these three designations, including exam-prep programs such as the Essential Study Solution.

What are the Exams Like?

Each exam consists of 100 objective questions based on the curriculum and is two hours in length. Typically, there are three types of questions: straight-answer, multiple-option, and all-except questions.

Where Do You Take Your Exam?

You will take your course exam electronically at any one of the nationwide Pearson VUE testing centers. Your results will be provided immediately upon exam completion. If you pass the exam, in several days you will receive your official grade report, which will indicate your specific grade of A, B, or C.

What Does the Exam Cost?

The cost of your exam is included in the tuition and fees you paid up front for your course.

How to Schedule Your Exam

When you register for a ChFC®, CLU®, or CASL® course, you are required to select a quarter in which you will take your exam:

- January – March
- April – June
- July – September
- October – December

You must schedule and take your exam at any time during your selected quarter. Pearson VUE needs 24 hours advance notice to schedule your exam.

To schedule your exam or find Pearson VUE center locations, please contact Pearson VUE at 1-866-EXAMTAC (392-6822) (toll-free) or visit their website at www.VUE.com/tac. The American College will have emailed you an EOD® (Examination on Demand®) ticket. You will need to use this ticket to schedule your exam

Changing Your Exam Appointment

Contact Pearson VUE at 1-866-392-6822 (or visit their website) to cancel or reschedule your exam. Only Pearson VUE can cancel or reschedule your appointment and you must do so before the expiration date on your EOD® ticket.

Once you have cancelled your exam, you can reschedule in the same quarter with any center and without charge, provided you cancel by 7 pm Central Time the business day prior to your exam.

If you do not cancel as outlined above, arrive 15 minutes late or more, or fail to appear for your exam, you will be charged \$90.

If you cannot test before the end of your scheduled testing quarter, there is a \$155 rescheduling fee.

What to Do on Exam Day

- Set aside an hour to thoroughly review your QuickSheet™ before leaving for your exam.
- Review Exam Tips in your online access on the Insurance Achievement website.
- Arrive at the testing center at least 15 minutes before your appointment.
- Bring two forms of ID bearing your signature, admission ticket, directions to the test center, and your calculator.
- Read questions in their entirety.
- Don't get hung up on hard questions. Mark them for review and come back later.
- Pace yourself.

What About Calculators?

You may use one nonprinting, non-alphanumeric, battery-powered, hand-held calculator with an internal rate of return function during your exam.

A calculator will be required to answer some questions for courses:

- 300: Financial Planning: Process and Environment
- 328: Investments

A calculator is strongly recommended for courses:

- 321: Income Taxation
- 323: Individual Life Insurance
- 326: Planning for Retirement Needs
- 330: Fundamentals of Estate Planning
- 331: Planning for Business Owners and Professionals

Can You Retake Your Exam?

You may retake your exam if you do not pass. However, a student who fails the same course three times must wait at least six months from the time of the third failed attempt before taking the exam again.

Are There Continuing Education Requirements?

If you earned your designation on or after June 30, 1989, you are subject to the PACE Recertification Program. If you fall into any of the following groups, every two years you are required to earn 30 hours of CE credit for either the CLU or ChFC designations and 15 hours for the CASL designation.

- Licensed insurance agent/broker/consultant.
- Licensed security representative/registered investment advisor.
- Financial consultant, attorney, accountant, employee benefits specialist, and any other individual who provides insurance, employee benefits, financial planning, or estate planning advice and counsel to the public.

The information contained in this document is accurate to the best of our knowledge as of February 1, 2010. It is always possible that in the future, The American College may change criteria regarding the curriculum, the exams, or other information regarding earning one of these designations. While we will do our best to keep the information contained within this document accurate and current, you may want to confirm specific information with The American College.



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 500 online practice questions per course
- Build interactive practice exams
- Create online personal notes and bookmarks for future reference

InstructorLink™

- View 25 or more videos of instructors explaining key concepts
- Connect via email with instructors for personalized support
- Use course-specific and searchable FAQs from other students

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

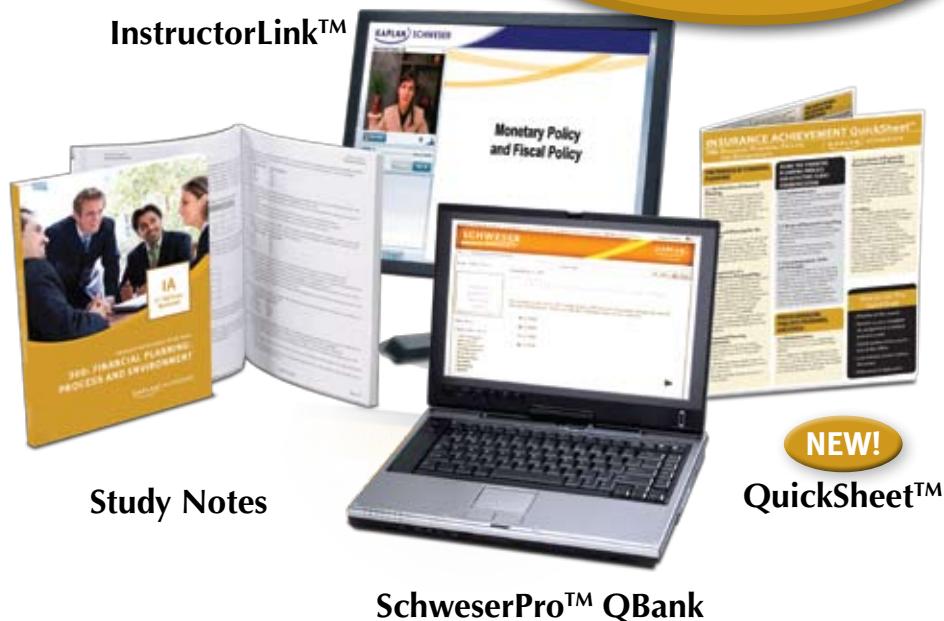
Study Calendars

- 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 exam tips to help prepare yourself for exam day

\$149 per course



Study Notes

SchweserPro™ QBank

QuickSheet™

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."

—Laurie Strommen

What's New with Each Essential Study Solution?

QuickSheets are the Ultimate Anytime, Anywhere Study Tool

You'll find that QuickSheets just might be the most versatile study tool in the Essential Study Solution. They contain all of the key points from your Study Notes book. Use them for:

- On-the-go review – between meetings, on the road, or at home – whenever you have a few moments to spare.
- A review after an assignment or before a practice exam to cement key points in your mind.
- A critical last-minute review before your course exam. One quality hour with your QuickSheet™ could be the difference between passing and failing.
- An easy-to-use reference guide in your daily work.



Take on the Toughest Concepts with Confidence – Using Videos

Let's face it. In every course's curriculum, you'll encounter challenging topics along the way. We've created the video library for that specific reason, to provide you access to videos explaining the more difficult concepts. (By the way, the video library isn't new; however, it is greatly expanded in size.)

- There is an average of seven videos per course.
- The videos are focused and easy to grasp, averaging 10 to 15 minutes in length.
- All videos are written and produced by one of our Insurance Achievement faculty.
- [Click here](#) for a full list of video titles.



Total number of videos you will have access to:

CLU®	47
ChFC®	46
CPCU®	40
CASL®	27

Insurance Achievement – Video Titles



Insurance Achievement Video Library

- Your online access for your Essential Study Solution will include the videos listed below for your course.
- The videos are designed to help you understand the more difficult concepts for each course.
- There is an average of seven videos per course.
- The videos are focused and easy to grasp, averaging 10 to 15 minutes in length.
- All videos are written and produced by one of our Insurance Achievement faculty.

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300: Financial Planning: Process and Environment (4)

Regulation of Financial Institutions
Using a Financial Calculator During Your Exam
Using Gifts in Estate Planning
Using the Marital Deduction in Estate Planning

311: Fundamentals of Insurance Planning (19)

Approaching Course 311: Fundamentals of Insurance Planning
Agency Relationships
Annuities
Cash Value Life Insurance
Continuation of Coverage
Individual Medical Expense Insurance
ISO Flood Coverage Endorsement for Commercial Property
Law of Torts
Managed Care Plans
National Flood Insurance Program (NFIP) Coverage for Commercial Property
Risk and Insurance: Defined and Distinguished
Selling Life Insurance Using Illustrations
Standard Policy Provisions
Term Insurance
The Fundamentals of Umbrella Liability Insurance
Traditional Medical Expense Coverage
Understanding Personal Umbrella Policies and the Self-Insured Retention (SIR)
Understanding Tort and Contract Remedies
Variations of Cash Value Insurance

321: Income Taxation (7)

Alternative Minimum Tax
Annuities
Capital Gains Tax and Holding Period
Exclusions from Gross Income
Tax on Sale of Personal Residence
Understanding the Kiddie Tax
Wash Sale Rules

322: The Financial System in the Economy (4)

Affecting the Economy: Monetary Policy and Fiscal Policy
Defined Benefit Plans vs. Defined Contribution Plans
Pension Plans: Key Features and Kinds
Regulation of Financial Institutions

323: Individual Life Insurance (9)

Annuities
Cash Value Life Insurance
Optional Policy Provisions and Policy Riders for Life Insurance
Selling Life Insurance Illustrations
Standard Policy Provisions
Taxation of Life Insurance Death Benefits
Term Insurance
Using a Financial Calculator During Your Exam
Variations of Cash Value Insurance

324: Life Insurance Law (6)

Agency Relationships
Law of Torts

Optional Policy Provisions and Policy Riders for Life Insurance
Standard Policy Provisions
Understanding Tort and Contract Remedies
Waiver and Estoppel in Insurance

326: Planning for Retirement Needs (4)

Defined Benefit Plans vs. Defined Contribution Plans
Meeting Retirement Needs: Projecting Needs, Planning Savings
Pension Plans: Key Features and Kinds
Traditional and Roth IRAs

328: Investments (9)

Approaching Course 328: Investments
Bond Yields: Ups and Downs in the Bond Market
Capital Gains Tax and Holding Period
Equity Investments
Investment Company Shares
Mutual Fund Ownership
Mutual Funds
Risk Measures
Using a Financial Calculator During Your Exam

330: Fundamentals of Estate Planning (14)

Approaching Course 330: Fundamentals of Estate Planning
Calculating the Federal Estate Tax
Charitable Giving – Federal Gift and Estate Tax
Defining the Gross Estate
Duties, Powers, and Liabilities of Trustees
Estate Planning – Basic Documents
Fundamentals of Trusts
General Probate Process
GRATs and GRUTs: Estate Reduction Using Qualified Retained Interests
Living and Testamentary Trusts
Probate Estate and Federal Gross Estate: How Do They Compare?
Understanding the Kiddie Tax
Using Gifts in Estate Planning
Using the Marital Deduction in Estate Planning

331: Planning for Business Owners and Professionals (5)

Alternative Minimum Tax
Defined Benefit Plans vs. Defined Contribution Plans
General Probate Process
GRATs and GRUTs: Estate Reduction Using Qualified Retained Interests
Probate Estate and Federal Gross Estate: How Do They Compare?

332: Financial Planning Applications (5)

Commercial General Liability (CGL) Insurance: Occurrence vs. Claims-made Coverage
Meeting Retirement Needs: Projecting Needs, Planning Savings
Pension Plans: Key Features and Kinds
Traditional and Roth IRAs
Using a Financial Calculator During Your Exam

334: Estate Planning Applications (12)

Calculating the Federal Estate Tax
Charitable Giving – Federal Gift and Estate Tax
Defining the Gross Estate
Duties, Powers, and Liabilities of Trustees
Estate Planning – Basic Documents
Fundamentals of Trusts
General Probate Process
GRATs and GRUTs: Estate Reduction Using Qualified Retained Interests
Living and Testamentary Trusts
Understanding the Kiddie Tax
Using Gifts in Estate Planning
Using the Marital Deduction in Estate Planning

350: Understanding the Older Client (0)

351: Health and Long-Term Care Financing for Seniors (1)

Annuities

352: Financial Decisions for Retirement (5)

Annuities
Defined Benefit Plans vs. Defined Contribution Plans
Meeting Retirement Needs: Projecting Needs, Planning Savings
Pension Plans: Key Features and Kinds
Traditional and Roth IRAs

CPCU 510: Foundations of Risk Management, Insurance, and Professionalism (7)

Commercial General Liability (CGL) Insurance: Occurrence vs. Claims-made Coverage
Mastering Your CPCU Essay Exam
Risk and Insurance: Defined and Distinguished
The Fundamentals of Umbrella Liability Insurance
Understanding Personal Umbrella Policies and the Self-Insured Retention (SIR)
Valuation Options for Building and Personal Property Coverage
Waiver and Estoppel in Insurance

CPCU 520: Insurance Operations, Regulation, and Statutory Accounting (5)

Agency Relationships
Commercial General Liability (CGL) Insurance: Occurrence vs. Claims-Made coverage
Law of Torts
Understanding Tort and Contract Remedies
Waiver and Estoppel in Insurance

CPCU 530: The Legal Environment of Insurance (3)

Agency Relationships
Law of Torts
Understanding Tort and Contract Remedies

[Click Here for More Videos...](#)

Insurance Achievement – Video Titles



CPCU 540: Finance for Risk Management and Insurance Professionals (5)

Annuities
Capital Gains Tax and Holding Period
Equity Investments
Risk and Insurance: Defined and Distinguished
Using a Financial Calculator During Your Exam

CPCU 551: Commercial Property Risk Management and Insurance (9)

Builders Risk Insurance
Commercial Property Coverage Forms: How Do They Compare?
Coverage Options for Commercial Property Policies
Earthquake and Volcanic Eruption Coverage
ISO Flood Coverage Endorsement for Commercial Property
Loss Exposures For Property In Transit
Mastering Your CPCU Essay Exam
National Flood Insurance Program (NFIP) Coverage for Commercial Property
Valuation Options for Building and Personal Property Coverage

CPCU 552: Commercial Liability Risk Management and Insurance (6)

Commercial General Liability (CGL) Insurance: Occurrence vs. Claims-made Coverage
Law of Torts
Loss Exposures For Property In Transit
Mastering Your CPCU Essay Exam
The Fundamentals of Umbrella Liability Insurance
Understanding Tort and Contract Remedies

CPCU 553: Survey of Personal Risk Management, Insurance, and Financial Planning (28)

Annuities
Calculating the Federal Estate Tax
Capital Gains Tax and Holding Period
Cash Value Life Insurance
Charitable Giving – Federal Gift and Estate Tax
Continuation of Coverage
Defining the Gross Estate
Duties, Powers, and Liabilities of Trustees

Estate Planning – Basic Documents
Fundamentals of Trusts
General Probate Process
Individual Medical Expense Insurance
Law of Torts
Living and Testamentary Trusts
Managed Care Plans
National Flood Insurance Program (NFIP) Coverage for Commercial Property
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Term Insurance
Traditional Medical Expense Coverage
Understanding Personal Umbrella Policies and the Self-Insured Retention (SIR)
Understanding the Kiddie Tax
Understanding Tort and Contract Remedies
Using Gifts in Estate Planning
Using the Marital Deduction in Estate Planning
Variations of Cash Value Insurance

CPCU 555: Personal Risk Management and Property-Liability Insurance (3)

Law of Torts
Mastering Your CPCU Essay Exam
Understanding Tort and Contract Remedies

CPCU 556: Personal Financial Planning (25)

Mastering Your CPCU Essay Exam
Alternative Minimum Tax
Annuities
Bond Yields: Ups and Downs in the Bond Market
Calculating the Federal Estate Tax
Capital Gains Tax and Holding Period
Cash Value Life Insurance
Charitable Giving - Federal Gift and Estate Tax
Defined Benefit Plans vs. Defined Contribution Plans
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Term Insurance
Traditional and Roth IRAs
Understanding the Kiddie Tax
Using Gifts in Estate Planning
Using the Marital Deduction in Estate Planning
Variations of Cash Value Insurance

CPCU 557: Survey of Commercial Risk Management and Insurance (11)

Builders Risk Insurance
Commercial General Liability (CGL) Insurance: Occurrence vs. Claims-made Coverage
Commercial Property Coverage Forms: How Do They Compare?
Coverage Options for Commercial Property Policies
Earthquake and Volcanic Eruption Coverage
Law of Torts
Loss Exposures For Property In Transit
Risk and Insurance: Defined and Distinguished
The Fundamentals of Umbrella Liability Insurance
Understanding Tort and Contract Remedies
Valuation Options for Building and Personal Property Coverage

CPCU 560: Financial Services Institutions (6)

Mastering Your CPCU Essay Exam
Affecting the Economy: Monetary Policy and Fiscal Policy
Annuities
Bond Yields: Ups and Downs in the Bond Market
Pension Plans: Key Features and Kinds
Regulation of Financial Institutions

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