



LACP CERTIFICATION GIVES YOU VERIFIED CREDIBILITY

ABOUT THE LACP Program

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. The NAIFA Certification Commission received accreditation for the LACP certification from the National Commission for Certifying Agencies (NCAA).



Lawrence Holzberg,
LUTCF, LACP
Smithtown, NY
LOYAL MEMBER SINCE 1990

“I attained my LACP when it was first available and have successfully used it for several years as a way to differentiate myself,” explained Lawrence Holzberg, LUTCF, LACP of Wealth Advisory Group, LLC, an agency of The Guardian Life Insurance Company of America.”

Quick Facts:

- Eligibility based on years of full-time work/education combo
- Renews every 3 years
- Multiple exam testing windows each year

The Value to You:

- Differentiate yourself from the competition
- Gain trust faster with prospects
- Provide more comprehensive planning to clients

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.

LACP EXAM ELIGIBILITY CRITERIA

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

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 United States Department of Education, or the equivalent Or Industry designation (CLU, CFP, ChFC, FIC, FLMI, FSCP, LUTCF) or others Or 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
5. 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.

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 for exam schedule and registration.