**[Your Name] Earns Financial Services Professional Designation**

*The LUTCF® designation demonstrates a solid understanding of products, services, and scenarios important to providing individualized insurance and financial planning for clients.*

[City, ST], [Date] -- [Your Name], a [financial professional (or your title)] with [company or agency] in [City or Town] has earned the Life Underwriter Training Council Fellow (LUTCF®) designation. The LUTCF® designation is offered by the National Association of Insurance and Financial Advisors (NAIFA) and is recognized as the industry benchmark for insurance credentials. It is endorsed by top financial firms and insurance agencies.

To earn the LUTCF® designation, [LastName] completed classroom learning and field training designed to equip insurance and financial advisors with knowledge and skills to put them on the path to professional success. The content integrates four practice specialties: life insurance and annuities, health and employee benefits, multiline, and financial advising and investments. It provides an overview of each topic and also addresses their interdependencies, which are critical for agents and advisors to understand when serving clients’ individual needs.

The LUTCF® designation differentiates insurance and financial professionals like [LastName] in a competitive marketplace. It shows clients and potential clients that [LastName] has experience with real-life situations that impact consumers’ financial planning and security.

“The LUTC courses provided me with the fundamental, yet critical skills to better serve my clients,” says [Last Name]. “I am confident that I have the knowledge to offer individualized products and services to help secure the financial futures of consumers in my community.”

ABOUT NAIFA: The [National Association of Insurance and Financial Advisors](https://belong.naifa.org/) is the preeminent membership association for the multigenerational community of financial professionals in the United States. NAIFA members subscribe to a strong [Code of Ethics](https://belong.naifa.org/code-of-ethics) and represent a full spectrum of financial services practice specialties. They work with families and businesses to help Americans improve financial literacy and achieve financial security. NAIFA provides producers a national community for advocacy, education and networking along with awards, publications and leadership opportunities to allow NAIFA members to differentiate themselves in the marketplace. NAIFA has 53 state and territorial chapters and 35 large metropolitan local chapters. NAIFA members in every congressional district advocate on behalf of producers and consumers at the state, interstate and federal levels.