**About NAIFA’s LUTCF (2024)**

Below are talking points you can work into discussions about the new LUTCF program.

* LUTCF is among the most-valued and recognized professional designations in insurance and financial services.
* More than 70,000 professionals hold the LUTCF.
* The program has been redesigned and brought up to date to consider changes in the industry, advances in technology, and modern educational techniques (self-paced, online learning).
* NAIFA worked with academic and industry professionals to ensure the curriculum and testing are robust and relevant.
* The new LUTCF teaches many of the key fundamentals the program has always taught and is tailored to help early-career professionals. Three modules focus on:
	+ The advising process and fundamentals of risk management and life insurance
	+ Investment and protection products
	+ Wealth management, retirement planning, and estate planning
* Coursework provides practical, real-world applications that help early-career professionals understand how businesses are run how they can grow their books of business. These include:
	+ Industry and product knowledge
	+ Fact-finding
	+ Prospecting, sales, and closing skills
* The new LUTCF emphasizes the importance of having mentors and provides the opportunity for students to have NAIFA members serve as assigned mentors, as needed
	+ Many thriving agents and advisors point to mentors as a key to their success
	+ Offer any personal mentorship experiences you may have had, even if they were not tied to the LUTCF program

Information you can provide, if asked.

* Students can complete the program and receive their LUTCF in less than a year.
* Three courses are $350 each or $900 as a three-course bundle. These are NAIFA member prices.
* The non-member rate is $450 each or $1,000 as a three-course bundle and includes one year of NAIFA membership.