

LUTC Fellow

LUTCF

What is the LUTCF?

Are you a life insurance professional looking to get your career off to a productive start? Or perhaps a financial services professional who wants to know more about life insurance products? The American College's LUTC program provides you with the sales skills and the product knowledge you need to build a solid foundation for your career.

The LUTCF designation is jointly conferred by the National Association of Insurance and Financial Advisors (NAIFA) and The American College. The LUTCF designation represents accomplishment and professionalism, helping you to establish strong and lasting client relationships. Since its inception over 63,000 have been awarded, including those granted by the College since assuming ownership of the designation from the Life Underwriters Training Council.

Earning a LUTCF

All 8- and 12-week LUTC courses, including both classroom and online formats, earn 60 LUTCF designation credits upon successful completion*. A total of 300 designation credits is needed to qualify for the LUTCF designation. The completion of an ethics course is a requirement of all LUTCF designees.

LUTC Curriculum (choose 5)

LUTC 201	Exploring Personal Markets
LUTC 202	Meeting Client Needs
LUTC 211	Disability Income
LUTC 251	Business Continuity
LUTC 252	Employee Benefits
LUTC 255	Long-Term Care
LUTC 261	Retirement Planning
LUTC 271	Foundations of Estate Planning
LUTC 281	Planning for Seniors
LUTC 290	Ethics

Ethics Courses (choose 1)

LUTC 601	Piecing Together the Ethical Puzzle
LUTC 611	Charting and Ethical Course
LUTC 612	Charting and Ethical Course for the Multiline Agent

LUTC 201 Exploring Personal Markets

Course Description:

This course explores basic, client-focused marketing strategies that lead to long-term, mutually beneficial relationships with clients.

Course Highlights:

- § Explores insurance products, basic planning concepts, and personal insurance needs.
- § Discusses how to prospect with an emphasis on referrals.
- § Discusses how to approach prospects to schedule an initial interview.
- § Describes how to identify natural target markets.

LUTC 202 Meeting Client Needs

Course Description:

This course explores basic marketing strategies that lay the foundation for building long-term relationships with clients.

Course Highlights:

- § Describes how to identify natural markets and develop target markets
- § Examines general prospecting methods with an in-depth look at referrals
- § Discusses how to approach prospects to schedule an initial interview
- § Surveys various insurance and financial products and basic planning concepts
- § Introduces life-cycle segmentation as a needs-based marketing strategy

LUTC 211 Disability Income

Course Description:

Disability income is a perfect complement to life insurance, offering cross-selling opportunities that increase agent productivity. This course examines disability income insurance and the related products of business buyout coverage, business overhead expense insurance, and long-term care insurance.

Course Highlights:

- § Explains the critical need for disability income coverage.
- § Demonstrates what it means to be a true income protection expert.
- § Reviews proven approaches used by the best in the business.
- § Teaches how to overcome common objections and close the sale.

LUTC 251 Business Continuity

Course Description:

Business Continuity shows how business owners can use life insurance to continue a business beyond their death or that of another key person. The course suggests effective sales techniques, including sample letters, fact-finding forms, and presenting and closing techniques.

Course Highlights:

- § Examines core concerns that impact the owner's desire to have their business continue.
- § Explains how life insurance and disability income insurance can guarantee the control and value of a business.
- § Discusses the consequences facing business owners who fail to plan.
- § Explores the basics of estate planning as they apply to business continuity.

LUTC 252 Employee Benefits

Course Description:

This course introduces the sales opportunities in the employee benefits market. It highlights group insurance, qualified plans, and other benefits purchased with individual products, such as life and disability income insurance.

Course Highlights:

- § Section 162 bonus
- § Group insurance
- § Individual retirement plans
- § Other benefits, such as the Archer Medical Savings Account (MSA), Coverdell Educational Savings Account (ESA), and Section 529 plans
- § Worksite marketing
- § Qualified plans
- § Nonqualified deferred compensation

LUTC 255 Long-Term Care

Course Description:

This course provides an overview of why there is a need for long-term care (LTC) and explains what LTC is and who will need it. The course then discusses the sales skills needed to be successful selling LTC insurance. Structured around the 10-step selling process (introduced in other LUTC courses), the course describes how to select, approach, and meet the prospect.

Course Highlights:

- § Emphasizes the importance of fact-finding and field underwriting in making the LTC insurance sale.
- § Explains how to customize the policy to meet the prospect's objectives.
- § Discusses how to deliver the policy and service the plan.
- § Examines the relationship of the LTC need to comprehensive financial needs.
- § Addresses the agent's role as a financial services professional.
- § Describes how to build an LTC insurance practice.

LUTC 261 Retirement Planning

Course Description:

This course provides an overview of how changing demographics are creating increased numbers of prospects for retirement planning. It addresses how the responsibility for planning continues to shift to individuals, and focuses on long-term retirement planning goals.

Course Highlights:

- § Addresses ways to accumulate money for retirement, to fund an education, to satisfy long-term needs, and more.
- § Discusses the role of Social Security, Medicare and Medicaid, and tax policies in retirement planning.
- § Explores the suitability of accumulation vehicles, including stocks, bonds, mutual funds, life insurance, and annuities.

LUTC 271 Foundations of Estate Planning

Course Description:

This course offers agents an introduction to estate planning and the role life insurance plays in the planning process. *Foundations of Estate Planning* provides practical information for entering this market, including how property is transferred when a person dies and the tax implications of not planning.

Course Highlights:

- § Examines different types of property and how property is transferred both during life and at death.
- § Outlines the steps required to settle an estate.
- § Emphasizes the importance of having a will, and discusses issues of special interest and concern for survivors.
- § Identifies different kinds of trusts and how they can be used to meet estate planning objectives.

LUTC 281 Planning for Seniors

Course Description:

This course focuses on the primary concerns of this growing marketplace: financing long-term and health care, maximizing retirement income, and tax planning. Students will examine a variety of tools useful in senior planning, including durable powers of attorney, health care proxies, and living trusts.

Course Highlights:

- § Describes the seven steps to finding appropriate nursing home care.

- § Explores sales opportunities in the areas of medigap, long-term care (LTC) insurance, life insurance, annuities, and more.
- § Explains how variable annuities can help clients reduce taxes and maximize retirement income.
- § Explains the differences between Medicare, Medicaid, and LTC insurance benefits.

LUTC 290 Ethics

Course Description:

This new self-study course, designed by the holder of the College's Lamont Post Chair of Ethics and the Professions, provides a practical, thought-provoking, and challenging presentation on ethical values in the decision-making processes of professionals in the financial services industry. The course goes beyond theoretical concepts by presenting a practical framework for making ethical business decisions; examining legal, compliance, and practice standards; and discussing ethical approaches to placing financial products, determining suitability, and assessing risk.

This course, required to earn the LUTCF designation, concludes with a final exam, which also must be taken if state continuing education credits are sought.

Highlights:

- § Describes the evolution of the financial services market and its ethical problems
- § Provides a framework for ethical decision making, including ethical sensitivity exercises and decision processes
- § Discusses federal and state regulations, compliance limitations, the increasing emphasis on professionalism and ethics codes, and practice standards
- § Explores the ethics of specific professional practices including unnecessary replacements, misleading sales practices, suitability requirements, and rebating, along with a discussion regarding conflicts of interest
- § Examines the NASD Rules of Conduct and Fair Dealing with Customers
- § Discusses the scope of responsibilities assumed by Registered Investment Advisors
- § Discusses categories of investments, types of investment risk, and risk management, and provides a useful tool for assessing an individual's risk tolerance and investment philosophy

LUTC 601 Piecing Together the Ethical Puzzle

Course Description:

This course helps industry professionals address the questions and concerns surrounding ethics, proper sales practices, and compliance. Many companies have incorporated this program into their training programs.

Course Highlights:

- § Ethics and the financial services industry.
- § Ethics and the law, including the treatment of regulation and compliance.
- § The concept of professionalism and the ethical requirements that flow from that concept, including a discussion of codes of ethics for the various professions.
- § The ethics of specific professional practices; this topic includes a discussion of conflicts of interest, confidentiality requirements, unnecessary replacement, misleading sales practices, and suitability requirements.

LUTC 611 Charting an Ethical Course

Course Description:

This course, a follow-up to LUTC 601 *Piecing Together the Ethical Puzzle*, specifically addresses the challenges inherent in the sale of a portfolio that includes both traditional and variable products.

Course Highlights:

- § The role of state and federal authorities in the sale of insurance products
- § NASD Rules of Fair Practice
- § The responsibilities of Registered Investment Advisors
- § Risk tolerance and risk management
- § Suitability

LUTC 612 Charting an Ethical Course for the Multiline Agent

Course Description:

This course covers the topics addressed by LUTC 611 *Charting an Ethical Course*, but with an orientation to the sale of multiline insurance products.

IFATC/LUATC Programme

Surveys show that IFATC is your surest route to increase productivity and competence --- the traits of the most successful insurance & financial advisors.

Sales concepts and technical knowledge are given equal weight during the 12-month programme. Students study the sale-related process of prospecting; how to finalize a sale; the world of income tax; registered retirement savings plans; a wide range of markets, and much more.

There are three courses with this programme of studies --- IFATC 101, 102 & 103, and they can be taken in any order. Each course has 13 or 14 sessions.

101 IFATC I

The main objective of IFATC 101 is to provide basic knowledge required by the relatively new agent to become more successful in the personal life insurance market.

The second objective is to provide the environment to help the agent acquire and increase marketing skills through field related assignments, projects, class discussions and role play.

The following subject areas are studied:

- agent as a professional
- communications
- prospecting and the initial approach
- the initial interview
- fact finding
- presenting the solution
- closing the sale
- handling objections
- working effectively
- marketing to specific markets
- disability income insurance
- building for the future.

102 IFATC II

The primary purpose of IFATC 102 is to help the student view and explore estate planning and the business and professional markets with an open mind.

Another objective is to provide knowledge of the different legal forms of business, their respective markets and their life and disability income insurance and retirement pension needs.

The following subject areas are studied:

- professional growth and conduct
- estate planning and selling professionals
- developing business markets
- language of accounting

- business valuation
- buy-sell agreements
- disability income in the business market
- the sole proprietor
- the partnership
- the private corporation
- key personnel
- group insurance and retirement pension plans
- registered retirement savings plans
- marketing action from the Income Tax Act

103 IFATC III

A major objective of IFATC 103 is to introduce total financial planning, including the tools used to analyze a client's situation.

Another objective is to provide knowledge of wealth accumulation. Investment funds such as segregated funds are studied and the disclosure procedures required in marketing them are discussed. The course provides knowledge on how to run a profitable financial services business with ideas ranging from administration to marketing activities. The following subject areas are studied:

- financial planning: the need, the process and the professionals
- setting financial objectives
- financial statements and projections
- money management
- the time value of money
- education planning
- retirement income projections
- risk management
- gathering information
- segregated funds
- introduction to business management and problem solving
- the profitability equation
- budgeting and expense management
- **steps to profitability**