**Name of City Earns Leading Insurance Industry Certification**

*The LACP certification recognizes professional knowledge of life insurance and annuity products, dedication to ongoing client service, and a commitment to ethical practices.*

Contact: Name, email, phone number

Name, Title of Agency Name in City, State, has demonstrated professional knowledge and experience by earning the [National Association of Insurance and Financial Advisors’](https://belong.naifa.org/) (NAIFA’s) [Life and Annuity Certified Professional (LACP) certification](https://tdc.naifa.org/lacp).

LACP applicants must meet the certification’s professional experience and education requirements and agree to abide by NAIFA’s [Code of Ethics](https://belong.naifa.org/code-of-ethics), which requires them to serve their clients’ best interests. Applicants must then pass a three-hour proctored exam to demonstrate their professional knowledge in three areas: Insurance and annuity products; the consultative sales process; and ethical, legal, and regulatory requirements for insurance and annuity sales.

“Congratulations to Name on joining the ranks of highly qualified NAIFA members who have earned the LACP,” said NAIFA President [Tom Michel](https://www.linkedin.com/in/tom-michel-6853534/), LACP. “This achievement differentiates Name as a professional dedicated to his/her business and the success of his/her clients. The LACP recognizes professionals with the knowledge and experience to serve their clients’ needs on an ongoing basis.”

In addition to being an LACP recipient, Last name is a loyal NAIFA member since Year.

The LACP certification is accredited by the National Commission for Certifying Agencies (NCCA) and complies with the NCCA’s rigid Standards for the Accreditation of Certification Programs. The LACP certification is officially listed in the [Financial Industry Regulatory Authority](https://www.finra.org/investors/professional-designations/accredited-designations) (FINRA) professional designations database, one of only eleven accredited certifications and designations of the hundreds listed with FINRA.

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.