**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 Lawrence Holzberg, LACP, LUTCF. “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: Founded in 1890, [the National Association of Insurance and Financial Advisors](https://belong.naifa.org/) is the preeminent association for financial service professionals in the United States of America. NAIFA members, in every Congressional district and every state house, subscribe to a strong [Code of Ethics](https://belong.naifa.org/code-of-ethics) and represent a full spectrum of practice specialties to promote financial security for all Americans. Complimented by its professional development and consumer divisions, the Society of Financial Service Professionals, and Life Happens, the association delivers value through advocacy, service, and education.