



Earning the Accredited Customer Service Representative (ACSR™) designation clearly conveys a commitment to excellence in customer service and professionalism. The ACSR designation distinguishes you as being prepared to meet the complex insurance challenges your clients face. *It's a terrific way to meet those Personal Development goals and earn a designation at the same time.*

**Recommended for agents, brokers, and customer service representatives, the ACSR designation offers three line-of-business tracks to completion, to ensure that you gain the knowledge needed to better serve your customers.**

**ACSR Personal Track Bottom-Line Benefits:**

- Improve efficiency by accurately identifying and assessing personal loss exposures
- Support agency profitability with an enhanced ability to recommend coverages that properly protect an individual's home, car, and other valuable property from loss
- Increase value to your agency and producers with better decision-making and problem-solving skills

**ACSR Commercial Track Bottom-Line Benefits:**

- Improve efficiency by accurately identifying and assessing commercial loss exposures
  - Enhance ability to recommend coverages that properly protect businessowners and their property from loss
  - Increase value to your agency and producers with better decision-making and problem-solving skills
- Must Complete and pass exams for MODULES 4-9 and Institutes Ethics class to receive the designation

**ACSR Life/Health Track Bottom-Line Benefits:**

- Improve efficiency by accurately identifying and assessing an individual's life and health insurance needs
- Support agency profitability with an enhanced ability to recommend life and health coverages that meet an individual's specific planning needs
- Increase value to your agency and producers with better decision-making and problem-solving skills

**Ethics Requirement**

Ethical behavior is crucial to preserving the trust on which insurance transactions are based and also the public's trust in our industry. That's why completing the free online Ethical Guidelines for Insurance Professionals (available at the Institutes website) is required for all associate designation programs. Log on to [www.TheInstitutes.org/ethics](http://www.TheInstitutes.org/ethics) for information and sign up for free.



The Accredited Customer Service Representative (ACSR) designation consists of the following tracks and are available in a CLASSROOM learning session; Exam administered immediately following class.

### Personal Lines

ACSR 1—Homeowners Insurance (Classroom 6 CEC's) CLASSROOM March 26  
ACSR 2—Personal Automobile Insurance (Classroom 6 CEC's) CLASSROOM May 27  
ACSR 3—Personal Lines Related Coverages (Classroom 6 CEC's) CLASSROOM June 25  
ACSR 4—Errors and Omissions Loss Control (Classroom 6 CEC's) CLASSROOM July 29  
ACSR 5—Professional Development (Classroom 5 CEC's) CLASSROOM August 18  
Ethical Guidelines for Insurance Professionals (Ethics 311) (Classroom 3 CEC's) OR  
Ethics and the CPCU Code of Professional Conduct (Ethics 312)

### Commercial Lines

ACSR 4—Errors and Omissions Loss Control (Classroom 6 CEC's) CLASSROOM July 29  
ACSR 5—Professional Development (Classroom 5 CEC's) CLASSROOM August 18  
ACSR 6—Commercial Property Insurance (Classroom 6 CEC's) CLASSROOM September 23  
ACSR 7—Commercial Liability Insurance (Classroom 6 CEC's) CLASSROOM October 28  
ACSR 8—Commercial Auto Insurance (Classroom 6 CEC's) CLASSROOM November 24  
ACSR 9—Commercial Lines Related Coverages (Classroom 6 CEC's) CLASSROOM December 17  
Ethical Guidelines for Insurance Professionals (Ethics 311) (Classroom 3 CEC's) OR  
Ethics and the CPCU Code of Professional Conduct (Ethics 312)

### Life/Health – self- study only

ACSR 4—Errors and Omissions Loss Control (Classroom 6 CEC's)  
ACSR 5—Professional Development (Classroom 5 CEC's)  
ACSR 10—Understanding Life Insurance and Determining Client Needs (Classroom 6 CEC's)  
ACSR 11—Understanding Health Insurance and Determining Client Needs (Classroom 3 CEC's)  
ACSR 12—Understanding Government, Disability, and Long-Term Care Insurance and Determining Client Needs (Classroom 3 CEC's)  
Ethical Guidelines for Insurance Professionals (Ethics 311) (Classroom 3 CEC's) OR  
Ethics and the CPCU Code of Professional Conduct (Ethics 312)

### ABOUT THE INSTRUCTOR: **Linda Nielsen, PHR, AAI, CIC**

Linda is currently employed by Clark Insurance where she started her career in 1991. With nearly 25 years in the Insurance Industry, she has developed talents and skills in nearly all aspects of the business, including Customer Service, Sales, Staff Management and New Employee Orientations. Her experience comes first hand, having spent time as a Customer Service Rep before joining the Commercial Lines Sales team at Clark. She later became the Director of Commercial Lines, leading a team of 18 Account Managers to become more proficient in their daily workloads, improving client retention, and developing a procedures manual for the department.

Her current duties involve training all employees for Clark Insurance. Her experience spans personal and commercial lines, with some occasional work in employee benefits. She works with every employee from their first day forward, on systems, department workflows, and continuing education.

In addition, Linda is active in a number of community organizations. Last year, she was the Co-Chairperson for the Windham High School Project Graduation 2013 committee, successfully fundraising over \$40,000 to send graduating seniors on a Senior trip. She is also actively involved in the local Athletic Boosters organization, as their Volunteer Coordinator, managing a volunteer base of nearly 500 parents. When not working or volunteering, her time is happily spent with her husband, two children and great circle of friends. She looks forward to the days when they can travel more and spend more time snorkeling and relaxing in warmer climates.

**Classes are held at the MIAA office: 17 Carriage Lane, Hallowell, ME 9am – 4pm**

**REGISTER ONLINE at [www.maineagents.net](http://www.maineagents.net)**

MIAA also offers the ACSR tracks as a self-study program ~ for additional information please contact Shannon at 207.623.1875 or [shannon@maineagents.net](mailto:shannon@maineagents.net)