

AAI

Accredited Adviser in Insurance

Self-Study Designation Course



Course waiver information: If you hold the IIA Certificate in General Insurance (INS); or have passed CPCU 553 or 555 (CPCU 2), CPCU 551 (CPCU 3) and CPCU 552 (CPCU 4); or hold the CIC designation, the AAI 81 exams are waived.



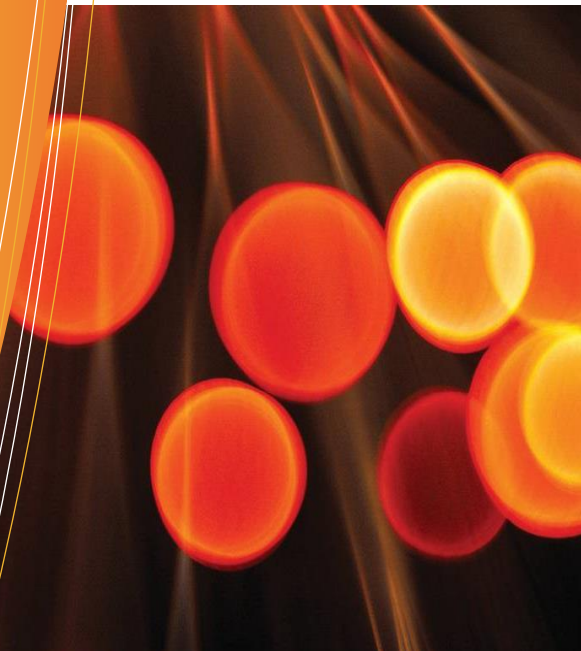
Accredited Adviser in Insurance



INVEST IN YOURSELF. INVEST IN YOUR FUTURE.

The AAI designation program was formed by the Insurance Institutes of America to teach students property and casualty principles, risk management processes, life insurance basics, agency operations, legal & ethical considerations affecting the insurance business and much, much more.

Take Your Career to the Next Level... Pursue AAI



Gain a Competitive Edge
Training for the AAI designation gives you a competitive edge in the work place: Increase commissions and avoid E&O claims.

No Annual Update
No annual update required to maintain the designation.

ORDER books at www.maineagents.net



Self-Study courses are all approved for CEC's upon successful completion of the exam.

ORDER books at
www.maineagents.net

Ethics Requirements
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 will be required for all designation programs offered by the institutes.

Logon;
www.TheInstitutes.org/ethics
to sign up for the free ethics course.

Who is AAI Designed For?

The AAI program is suited for both new and experienced producers, experienced CSR's, account executives, supervisors of producers, insurance company field representatives, and agency managers and principals. In addition, AAI is suitable for anyone interested in becoming a producer.

AAI Courses are offered as self-study only in 2014
Each segment (BULLETED BELOW) includes Textbook & Exam
Exam (multiple choice)

Member pricing \$150

Non-member \$180

Course Sequence: It is best to take AAI 81 before AAI 82. AAI 83 can be taken at any time.

AAI-81 Foundations of Insurance

- Principles of Insurance (AAI 81A)
- Personal Insurance (AAI 81B)
- Commercial Property Insurance (AAI 81C)

AAI-82 Multiple-Lines Insurance Production

- Commercial Liability Insurance (AAI 82A)
- Other Commercial Insurance (AAI 82B)
- Specialized Insurance & Bonds (AAI 82C)

AAI-83 Agency Operations and Sales Management

- Principles of Agency Mgmt. (AAI 83A)
- Insurance Product Environment (AAI 83B)
- Agency Management Tools & Processes (AAI 83C)

AAI-81

Principles of Insurance (A)

This segment covers the principles of insurance. You will get an overview of the insurance business including principles, nature and organization, as well as legal issues, risk management and insurance sales, and account development. 5 CEC's

Personal Insurance (B)

This segment covers all aspects of the personal lines insurance products that the typical person or family purchases. Subjects include homeowners, dwelling, flood, personal auto, miscellaneous vehicles, inland marine, aviation, and personal umbrella. Additionally, personal financial products, social security, and various life insurance products will be examined. 6 CEC's

Commercial Property Insurance (C)

This segment is dedicated to commercial property insurance. Topics include building and personal property coverage forms, causes of loss forms and several commonly used inland marine policies. 6 CEC's

AAI-82

Commercial Liability Insurance (A)

This segment focuses on liability insurance. The subjects to be discussed are occurrence and claims-made liability policies and their popular endorsements, commercial auto, garage and truckers. 6 CEC's

Other Commercial Insurance (B)

This segment takes a close look at a multitude of commercial property and casualty coverages. You'll get a close look at Commercial Crime, Business Owners and Farm insurance, Workers Compensation and various other miscellaneous commercial coverages, including business life insurance. 6 CEC's

Specialized Insurance and Bonds (C)

This segment gives the student a broad overview of those commercial lines products that are not as commonly used as commercial general liability & commercial property policies. Topics include specialized property coverages, com'l umbrella, ocean marine & com'l aviation coverages. Additionally the various types of surety bonds will be examined for proper use. 6 CEC's

AAI-83

Principles of Agency Management (A)

This segment is a look into the principles of agency management. You'll learn about the formation and environment of an agency, organizational management, sales management and personal production plans including time management and negotiating skills. 6 CEC's

The Insurance Production Environment (B)

You'll get an inside look at the insurance production environment. You'll get a closer look at the relationship between producer and insurer, ways of developing the public image of your agency, and how to handle agency growth and customer communications. You'll also discover the world of market segmentation and target marketing. 3 CEC's

Agency Management Tools and Processes (C)

This is the final frontier in the Agency Management series. We'll take you through the ins and outs of agency management as it relates to automation, client services, financial management and the producer's legal and ethical responsibilities. 6 CEC's



Accredited Advisor in Insurance Order Form



Self-Study Designation Program

Offered by the Maine Insurance Agents Association in partnership with the Institutes

The AAI designation program was formed by the Insurance Institutes of America to teach students property and casualty principles, risk management processes, life insurance basics, agency operations, legal & ethical considerations affecting the insurance business and much, much more.

| Course | Continuing Ed Credits (CECs) | Cost \$ | Total |
|---|------------------------------|----------------------------------|-------|
| AAI 81A Principles of Insurance | 5 | \$150 Member \$180 Non-member | |
| AAI 81B Personal Insurance | 6 | \$150 Member \$180 Non-member | |
| AAI 81C Commercial Property Insurance | 6 | \$150 Member \$180 Non-member | |
| AAI 82A Commercial Liability Insurance | 6 | \$150 Member \$180 Non-member | |
| AAI 82B Other Commercial Insurance | 6 | \$150 Member \$180 Non-member | |
| AAI 82C Specialized Insurance & Bonds | 6 | \$150 Member \$180 Non-member | |
| AAI 83A Principles of Agency Management | 6 | \$150 Member \$180 Non-member | |
| AAI 83B The Insurance Production Environment | 3 | \$150 Member \$180 Non-member | |
| AAI 83C Agency Management Tools and Processes | 6 | \$150 Member \$180 Non-member | |

- **Must pass Institutes FREE Ethics course at www.aicpcu.org to complete Designation requirement.**
- **Practice exam links are included with the purchase of the book through the MIAA.**
- **NO Annual Updates required.**
- **Course Sequence: It is best to take AAI 81 before AAI 82. AAI 83 can be taken at any time.**

| | |
|---|--|
| Sub Total | |
| 5.5% ME State Sales Tax | |
| Shipping & Handling: Add \$5.50 per manual | |
| Grand Total | |

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- CEC's cannot be issued unless you receive a passing grade. Please forward verification of passing grade to Shannon@maineagents.net Students not passing the exam on the first attempt may purchase a second exam for \$30.00. You must notify Shannon of a passing grade within 20 days.

Self-Study Instructions: Upon receipt of your paid and completed order form, MIAA will mail your textbook directly to you. Once you are ready to take the exam, please contact Shannon (shannon@maineagents.net) to schedule a date to take your exam at the MIAA Office. All exams must be monitored as they are closed book and time allotted for the exam is one hour.

The MIAA recommends you take the exam within 6 months of ordering the textbook and no longer than a year later. Exams and textbooks are updated periodically.

Students Name: _____ License #: _____

Agency/Co: _____

Address: _____ Phone: _____

City/State/Zip: _____

My check made payable to MIAA is enclosed for \$ _____

Please charge my Visa MasterCard Amount to be Charged: \$ _____

Account Number: _____ Exp. Date: _____

Print name of cardholder: _____