Everyday life in the insurance industry gives one the real-world perspective of the job. As valuable as that perspective is, I want my career to be well-rounded—and I want to explore the scholarly perspective as well—and that’s why I decided to pursue the AAI designation.

Rachel Waterfall, AAI
Agent, Nelson Insurance Agency, Inc.

They know The Institutes’ Accredited Adviser in Insurance (AAI®) and Accredited Adviser in Insurance—Management (AAI-M™) designation programs improve practical and relevant customer service skills and provide in-depth insurance product knowledge.

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Brian Francis, ARM, AAI
President, Property & Casualty Solutions

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- Discover new techniques for developing and maintaining strong relationships with clients, insurers and other partners
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