

**MAXIMIZE YOUR TIME WITH THE CPCU PROGRAM:** Many of the 11 CPCU courses are either required by or count as electives ► towards various other Institutes' designations, such as:

- ACCREDITED ADVISER IN INSURANCE (AAI®)
- ASSOCIATE IN SURPLUS LINES INSURANCE (ASLI™)
- ASSOCIATE IN INSURANCE ACCOUNTING AND FINANCE (AIAF™)
- ASSOCIATE IN PREMIUM AUDITING (APA®)
- ASSOCIATE IN REGULATION AND COMPLIANCE (ARC™)
- ASSOCIATE IN REINSURANCE (ARe™)
- ASSOCIATE IN FIDELITY AND SURETY BONDING (AFSB®)
- ASSOCIATE IN MARINE INSURANCE MANAGEMENT (AMIM®)
- ASSOCIATE IN CLAIMS (AIC™)
- ASSOCIATE IN COMMERCIAL UNDERWRITING (AU™)
- ASSOCIATE IN PERSONAL INSURANCE (API™)

## EXPERIENCE

When you complete the online matriculation form, you will be asked to document that you were engaged in acceptable insurance activities for any 24 months (minimum of 17½ hours per week) during the five-year period immediately preceding the conferment of the CPCU designation. See the online matriculation form for specific requirements. If you meet all requirements except the experience requirement, the designation will be conferred when you meet it.

## ETHICS

In order to satisfy the CPCU ethics requirement, you must:

- Pass the 50-question exam in the free online Ethics 312.
- Register as a candidate with The Institutes as soon as you begin your CPCU studies by paying the matriculation fee, completing the online matriculation form, and agreeing to abide by the CPCU Code of Professional Conduct.

## JOIN THE CONVERSATION

Share knowledge and information with other claims professionals around the world.

► Join The Institutes online community at [community.TheInstitutes.org](https://community.TheInstitutes.org).

Also join us on [Twitter](#) [LinkedIn](#) [Facebook](#)

**What do more than 69,000 property-casualty insurance professionals know that you don't?** They know The Institutes' Chartered Property Casualty Underwriter (CPCU)® designation program is built on a foundation of broad technical knowledge, high ethical standards, and demonstrated industry experience.

### Did You Know?

**92%** of CPCUs believe earning their CPCU prepared them for their long-term career goals.

**85%** of CPCUs say earning the CPCU designation accelerated their careers.

**74%** of CPCU Society members value the opportunities that being a member gives them to engage with industry experts.

### NEED MORE CONVINCING?

"After 18 years in claims, I decided to pursue the CPCU designation as a way to further my career. **Earning CPCU not only helped me secure a management position, but also helped me become a better claims professional.** CPCU showed me how important it is to continue your training in order to be successful within the insurance field."

Robert C. Haberman, CPCU, AIC, CSMA, CPSA, CSR  
Property Supervisor  
Western Reserve Group

"Earning the CPCU designation was the best thing I could do for my career. I always advise my fellow insurance professionals that education never ends and that the CPCU designation **shows your commitment to ethical conduct, honesty, and integrity.**"

Brad Taylor, CPCU  
Outside Property Adjuster-Commercial, Dallas, Texas

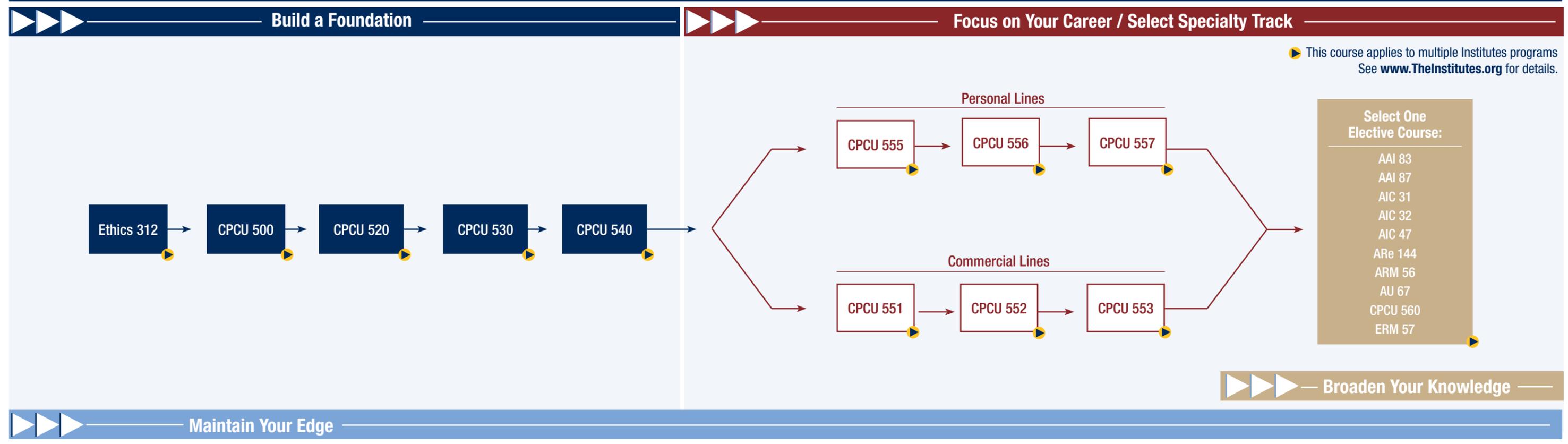
"Obtaining the CPCU designation was very challenging and personally satisfying. Through the courses, I have a much better understanding of the 'big picture' in our company. I believe the knowledge **I gained and applied helped me to be nominated and selected for a major industry award by a top trade publication.**"

John Foster, CPCU Vice President  
Claims Farmers Alliance Companies

Turn the page for more information and learn more online at [www.TheInstitutes.org/CPCU](https://www.TheInstitutes.org/CPCU)

# MODEL PROGRAM PATH FOR A CPCU PROFESSIONAL

To order study materials, register for exams or for detailed course or program information, go on to [www.TheInstitutes.com](http://www.TheInstitutes.com).



▶ This course applies to multiple Institutes programs  
See [www.TheInstitutes.org](http://www.TheInstitutes.org) for details.

- Select One Elective Course:
- AAI 83
  - AAI 87
  - AIC 31
  - AIC 32
  - AIC 47
  - ARe 144
  - ARM 56
  - AU 67
  - CPCU 560
  - ERM 57

## Build a Foundation

- ▶ **312—Ethics and the CPCU Code of Professional Conduct**

Establish a practical ethical decision-making framework for any property-casualty insurance or risk management insurance career.

- ▶ **CPCU 500—Foundations of Risk Management and Insurance**

Increase effectiveness by relating risk management and insurance principles to everyday practice.

- ▶ **CPCU 520—Insurance Operations**

Enhance value to the organization with an understanding of the process insurers use to formulate and implement critical business strategies.

- ▶ **CPCU 530—Business Law for Insurance Professionals**

Improve the agency relationship with an understanding of agency law and the related insurance applications.

- ▶ **CPCU 540—Finance and Accounting for Insurance Professionals**

Broaden your industry knowledge by learning how insurers manage their financial assets and capital designation.

## Focus on Your Career

- ▶ **Chartered Property Casualty Underwriter (CPCU)**

Prepare for career advancement with a broader strategic view of risk management and insurance.

- ▶ **Build a Broad Foundation**

CPCU program participants must complete three courses in either the Personal Lines or Commercial Lines track.

- ▶ **Personal Lines Track**

Gain the knowledge and skills needed to build and maintain a more profitable book of business by developing an in-depth understanding of personal insurance policies and coverages.

- ▶ **CPCU 555—Personal Risk Management and Property-Casualty Insurance**

- ▶ **CPCU 556—Financial Planning**
- ▶ **CPCU 557—Survey of Commercial Insurance**

- ▶ **Commercial Lines Track**

Improve ability to handle complex commercial loss exposures with an in-depth understanding of commercial insurance coverages and non-insurance techniques.

- ▶ **CPCU 551—Commercial Property Risk Management Insurance**
- ▶ **CPCU 552—Commercial Liability Risk Management and Insurance**
- ▶ **CPCU 553—Survey of Personal Insurance and Financial Planning**

## Broaden Your Knowledge

- ▶ CPCU elective options provide individuals the technical knowledge and skills needed to succeed in their current career path, while also preparing them to achieve their future goals. Program participants must select one elective from a variety of courses covering several function-areas, including:

- ▶ **AAI 83—Agency Operations and Sales Management**
- ▶ **AAI 87—Agency Leadership and Strategic Alignment**
- ▶ **AIC 31—Property Claim Practices**
- ▶ **AIC 32—Liability Claims Practices**
- ▶ **AIC 47—Claims Leadership and Organizational Alignment**
- ▶ **ARe 144—Reinsurance Principles and Practices**
- ▶ **ARM 56—Risk Financing**
- ▶ **AU 67—Strategic Underwriting Techniques**
- ▶ **CPCU 560—Financial Services Institutions**
- ▶ **ERM 57—Enterprise-Wide Risk Management: Developing and Implementing**

## Maintain Your Edge

- ▶ **Continuing Education (CE)**

Maintain your adjuster license with convenient online CE with our CEU.com range of courses. Visit [www.ceu.com](http://www.ceu.com) for a current course listing.

- ▶ **Online Learning**

Fill gaps in your technical knowledge with The Institutes' growing collection of more than 300 self-study online courses.