Opportunities for Increased Client Satisfaction
and Revenue Growth

51% more earned by advisors with a designation over those without one.1

88% of CLU® designees indicated an improved ability to meet client needs.2

87% of CLU® designees said their designation improved their client conversations.3

1,2,3 The American College of Financial Services Designation Outcomes Study, 2017.

What your peers are saying

“Anyone in the business should make the educational investment to obtain the CLU® designation. The coursework and curriculum were illuminating.”

— JOSHUA GONZALEZ, CFP®, ChFC®, CLU®

“The program improved my understanding of the financial planning challenges people face every day and the financial solutions they need at all life stages. My experience with the program was a rewarding one: the curriculum was well-designed with relevant and insightful content; and the digital capabilities offered me convenience.”

— ANDREW MCGUIRE, CPA, CLU®

Life insurance expertise for strategic applications

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