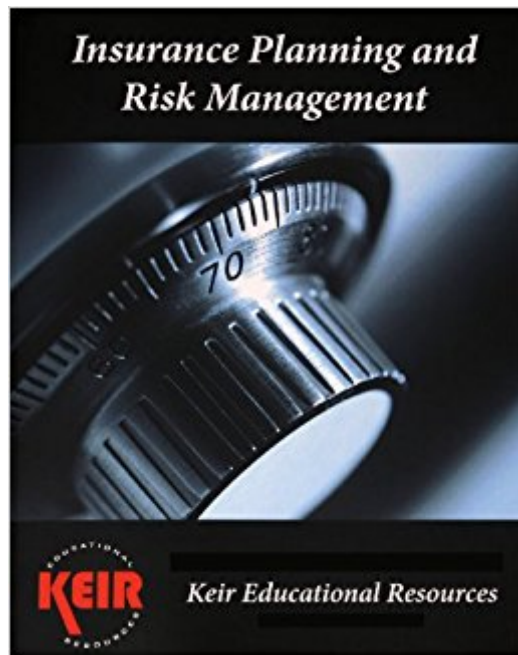




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Synopsis

For over 40 years, Keir Educational Resources has helped hundreds of thousands of insurance and financial professionals to obtain their professional designations. Over the last 20 years, Keir has produced supplemental study materials to help students complete the required courses at local universities and colleges in order to qualify to sit for the CFP® Certification Examination. Keir also has comprehensive review materials for the CFP® Certification Examination that have helped thousands of students to pass the CFP® Certification Examination. While working with numerous program directors and instructors from universities and colleges across the country, Keir Educational Resources frequently receives requests for a book that can serve as the primary textbook for each course. In particular, we received numerous requests for textbooks designed for Certificate programs rather than undergraduate or graduate courses. The focus of a Certificate program is to provide the educational coursework required to be eligible to sit for the CFP® Certification Examination rather than a degree. As a result, the program directors and instructors involved with Certificate programs were looking for textbooks focused specifically on just the topics tested on the CFP® Certification Examination rather than an undergraduate or graduate textbook that tends to include additional information not tested directly on the CFP® Certification Examination. Keir is pleased to offer textbooks designed specifically for each of the courses included in Certificate programs. Keir also offers a Financial Plan Development textbook that can be used in the Financial Planning Development Course that will be required in 2012. Keir designed this textbook using our well proven methodology of structuring each book to follow the 78 topic list provided by the CERTIFIED FINANCIAL PLANNERTM Board of Standards. We have used this methodology for over 10 years to help thousands of students pass the CFP® Certification Examination. The 78 topic list is the current basis for the CFP® Certification Examination. This textbook covers Insurance Planning (Topics 13-23). Since we designed this textbook to follow the CFP Board's topic list, a Certificate program's students and instructors will find this unique format to be the most effective and concise way to learn just the topics specifically tested on the CFP® Certification Examination. This textbook also includes over 400 multiple choice questions including case questions to help reinforce each topic. The multiple choice questions included in this textbook cover the four cognitive levels of questions used on the CFP® Certification Examination which are:

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