



Marketing Memo

DATE: September 3, 2010
TO: All American Equity NMO's and Iowa Appointed Agents
FROM: Paulette Philpott – Vice President, Agency Services
RE: Iowa Training Requirement

Effective January 1, 2011 Iowa Administrative Rule 191-15.72 requires all Insurance Producers selling or soliciting annuity products to obtain four (4) continuing education credits from an approved vendor. **This is a one-time requirement and is separate from the existing rule 15.80 for indexed insurance products.*** Agents will need to take the 4 hour annuity products training in addition to the indexed insurance products training.

It is important that you complete the annuity training requirement before January 1, 2011 to avoid any interruption in processing your new business with American Equity. You will need to provide proof of completion of the annuity products course before submitting an annuity application to American Equity.

Only approved courses will be accepted. To view the approved course listing:

- Sign on to the Pearson VUE website <http://www.pearsonvue.com/>
- Under Quick Links select *Find Continuing Education (CE) Services*
- Select *Iowa Insurance Division* from the drop down menu then click on *GO*
- Under *CE Licensee Services* select *Provider and Course Listing*
- Click on *Approved Courses by Providers*
- Click on the *Subject Area* drop down box, select *Annuity Products*
- Click on the *Submit* button at the bottom and a list of Courses by Providers will come up.

Only courses listed on the Annuity Products page will qualify as approved to satisfy rule 191-15.72. Please submit your proof of completion to American Equity by fax at 515-221-0138 or email at agencyemail@american-equity.com.

For more information on the training requirement contact the Iowa Department of Insurance at 515-281-3059, www.iid.state.ia.us.

*Effective January 1, 2008 licensed insurance producers who sell or solicit indexed annuity products must complete an approved indexed annuity training course before soliciting an indexed annuity application. These are different courses than those approved for the annuity products training mentioned above. American Equity will not be able to issue indexed annuity business without proof of completion of an approved indexed annuity training course.

The state of Iowa will also be requiring agents to take product specific training through the carriers effective January 1, 2011. American Equity is developing training to assist agents in meeting this requirement. We will provide more information as it becomes available.

For More Information, Call Marketing
888-647-1371



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