

# Hartford

School of Insurance

# Personal Lines School

## About the Program

Attracting and retaining personal lines business is critical to an agency’s bottom line. Let Hartford School fo Insurance (HSI) decrease the learning curve and increase the performance of new Personal Lines staff, enabling them to differentiate themselves in the marketplace and increase production

### → Learning Objectives

**Utilize**  
a consultative approach to recognize a client’s potential exposure to loss.

**Analyze**  
insurance contracts, identify key exclusions and recognize coverage gaps.

**Recommend**  
insurance solutions customized to a client’s personal exposure.

**Differentiate**  
between carrier pricing programs to ensure customers receive the best value.

### → Topics Covered

**Personal Auto**

- ✓ Coverage Overview
- ✓ Auto Coverage Form Analysis
- ✓ Auto Exclusions
- ✓ Auto Endorsements
- ✓ Risk Management
- ✓ Auto Rating Concepts
- ✓ Differentiating Carriers’ Policies

**Personal Umbrella**

- ✓ Coverage Overview
- ✓ Umbrella Exclusions
- ✓ Umbrella Follow Forms

**Homeowners**

- ✓ Coverage Overview
- ✓ Homeowners Contract Options
- ✓ Homeowners Coverage Form Analysis
- ✓ Homeowners Exclusions
- ✓ Homeowners Endorsements
- ✓ Risk Management
- ✓ Insuring Diverse Exposures

### → Who is this program for?

New producers or Account Managers who will be responsible for acquiring Personal Lines business in agencies or brokerage firms.

### → Certification

**Certified Personal Insurance Specialist (CPIS)**

The certification is awarded to students who subsequently complete the class components of the Program with a grade of 70% or better on each exam.

\$1,295  
Tuition

### → Delivery Details

Hartford School of Insurance virtual training programs are live, instructor-led courses that provide comprehensive and interactive instruction while encouraging participation and engagement.

Please note, this virtual training program is not filed for CE credits in any state.

**Daily Morning Session:** 11:00am - 1:00pm ET | **Daily Afternoon Session:** 2:30pm - 4:30pm ET

### → Duration

**One week live/virtual program**

Register Today!

Contact us: 800-772-0208 | [TheHartford.com/hsi](https://TheHartford.com/hsi)