

Financial Services Virtual Assistant™

Virtual Business Partners was formed to bridge the gap between life and health insurance agents/producers who need specialized sales, marketing and administrative assistance and the ability to find those resources. Virtual Business Partners quickly discovered that if agents/producers had a virtual assistant with industry and product knowledge, the agent could become more efficient and productive, resulting in increased productivity. An industry survey conducted by Virtual Business Partners suggests that agents/producers realize the need for specialized assistance, but are not aware of resources available to assist them or how to utilize a virtual assistant. The goal of Virtual Business Partners is two fold; to be a provider of these specialized services and spread the awareness to the virtual assistant industry that this market requires unique assistance and to seek out those virtual assistants with potential for assisting this market.

In order to spread the awareness to the virtual assistant industry, Virtual Business Partners created the first industry benchmark of insurance virtual assistant certification, the Certified Insurance Virtual Assistant (CIVA). To compliment the CIVA and to create a continued learning path, two more certifications were born, the Financial Services Virtual Assistant (FSVA) and the Master Financial Services Virtual Assistant (MFSVA)

Virtual Business Partners has selected [LOMA](#) (Life Office Management Association) to offer specialized training for virtual assistants wishing to provide services to the life and health insurance industry. Training comprises of five core classes and two elective classes offered directly through LOMA.

The seven core classes for the FSVA consist of approximately 15 hours of required learning:

1. Estate Planning Concepts
2. How Annuities Work
3. College Funding
4. Overview of Retirement Plans
5. Financial Services Overview
6. Intro to Life Insurance
7. Principles of Financial Management

Virtual Assistants have the choice of selecting three of the following electives for at least three hours of required learning:

1. Mutual Fund Concepts
2. Intro to Annuities
3. Overview of Life Insurance Products
4. Section 529 Plans
5. Intro to Annuities
6. Exceptional Customer Service
7. Ethical Conduct in the Insurance Industry
8. The Insurance Sales Process
9. Long Term Care Concepts
10. Overview of Disability Insurance
11. Reinsurance Overview

12. Intro to Underwriting
13. Individual Life Insurance Policy Provisions
14. Property - Casualty Concepts
15. How Group Insurance Works
16. How Group Life Insurance Works
17. Agency Support Functions

*Note, the above classes are recommended. [You are free to choose from additional classes offered through LOMA.](#) Approval is required.

All classes will be tracked for completion by Virtual Business Partners through the LOMA web site. Once you complete your last class, we will be notified and your completion certificate will be generated.

The experience component consists of a set of specific criteria used to determine the skill and experience level of a virtual assistant wishing to earn a FSVA certification. Industry experience is not requirement to be awarded the FSVA certification.

The FSVA certification is not meant to certify a virtual assistant in the virtual assisting profession. It is recommended that a virtual assistant become certified as evidence of their professionalism to the virtual assisting industry. (For more information regarding virtual assistant certification, we recommend visiting www.iva.org for additional information.) The FSVA certification is a stand alone certification in that its goal is to ensure that all practicing virtual assistants wishing to service the life and health insurance agent/producer market are trained and certified.

How the Certification is Awarded

1. A virtual assistant *with* an industry designation along with industry experience will need to meet and complete the following requirements (Option 1):
 - Maintain an industry designation.
 - Take any four core or elective classes.
 - Have a minimum of three years verifiable industry experience.
 - Have a minimum of three years of verifiable administrative assistant experience.
 - Must have a web site to display the FSVA certification logo.
 - Half hour coaching call to discuss the program and to answer any questions (optional).
 - Complete the application.
2. A virtual assistant *with* industry experience, but *does not* have an industry designation, will need to meet and complete the following requirements (Option 2):
 - Take the seven core classes.
 - Have a minimum of three years verifiable industry experience.
 - Have a minimum of three years of verifiable administrative assistant experience.
 - Must have a web site to display the FSVA certification logo.

- Half hour coaching call to discuss the program and to answer any questions (optional).
 - Complete the application.
3. A virtual assistant *without* an industry background will need to meet and complete the following requirements (Option 3):
- Complete the full educational requirement (core and elective classes).
 - Have a minimum of five years verifiable administrative assistant experience.
 - Have excellent people skills with proven experience.
 - Must have a web site to display the FSVA certification logo.
 - Half hour coaching call to discuss the program and to answer any questions (optional).
 - Complete the application.

These requirements do not guarantee that the FSVA certification will be awarded. All applications are reviewed on a case by case basis. It will take at least one to two weeks for your application to be reviewed. Once we receive your information, an email will be sent to you to let you know that your application is in pending status. A subsequent email will be sent to notifying you if your application was approved. If your application is denied, we will let you know in the email our reason for the declination.

Program Completion

Upon successful completion of the program:

- You will be sent a certificate that you can proudly display in your office and use to send to prospective clients.
- You will be able to display “FSVA” after your name as a credential.
- You will be able to proudly display the FSVA logo on your web site. As a courtesy, we ask that you provide a link back to our site.
- Your name and company information will be included on our web site as evidence of program completion.
- You will also receive industry updates and other training opportunities to enhance your knowledge and skills. This part of the program is still under development.

Program Cost

Option 1:

Starts at \$180

\$75 processing fee

Option 2:

\$487

\$75 processing fee

Option 3:

\$487 for the core educational component

Elective classes starts at \$135 (this includes the three required classes)

\$75 processing fee

Fees are non-refundable; therefore we strongly encourage you to be sure that you are able to satisfy all certification requirements before submitting your application.

We accept money order, cashier's check, personal or business check, and credit card via PayPal. There will be a \$25 return check fee for all insufficient checks.

The one-time processing fee of \$75 covers all reference checks, application review, LOMA class tracking, your certificate, and listing on our web site.

Is Certification Necessary?

Because the virtual assisting profession is a newer and a quickly growing industry, certification becomes necessary to distinguish those professionals who have taken the necessary steps learn and grow their skills and education. Standards such as these show the marketplace that the virtual assistant industry is a professional industry with its own set of high standards and allows for continued upward growth for practicing virtual assistants.

What's Up and Coming!

The success of this program is dependant upon you! Once the FSVA population grows, Virtual Business Partners will be creating and implementing additional training programs, teleconferences, a resource guide, assistance with marketing yourself to the industry and several other programs to enhance your experience as a Certified Insurance Virtual Assistant!

How Do I Get Started?

Take time to review all the material to be sure the FSVA certification is right for you! Once you have decided to move forwarded, you will need to complete the application and reference check form and send that in along with your payment.

Questions

Doreen R. Patrick, MVA, ACS, CIVA
Principal

Post Office Mailing Address:
Virtual Business Partners
6300 Kingery Highway
Suite 415, # 237
Willowbrook, IL 60527
Phone: 630-541-2433
E-mail: ihirevbp@sbcglobal.net
www.virtualbusinesspartners.net
<http://blog.virtualbusinesspartners.net>

Learning Path: Financial Services Virtual Assistant

*Proces subject to change.

Core

(Guideline Timeframe: 0 - 2 Months)

Development Activity	*Medium	Hours
Estate Planning Concepts	E-learn \$94	Varies
How Annuities Work	E-learn \$45	1
College Funding	E-learn \$63	Varies
Overview of Retirement Plans	E-learn \$45	1
Financial Services Overview	E-learn \$45	1
Intro to Life Insurance	E-learn \$120	6
Principles of Financial Management	E-learn \$75	4

Electives (Choose Three)

(Guideline Timeframe: 0 - 2 Months)

Recommended Development Activity	*Medium	Hours
Mutual Fund Concepts	E-learn \$68	Varies
Intro to Annuities	E-learn \$120	6
Overview of Life Insurance Products	E-learn \$45	2
Section 529 Plans	E-learn \$60	Varies
Intro to Annuities	E-learn \$120	6
Exceptional Customer Service	E-learn \$58	1
Ethical Conduct in the Insurance Industry	E-learn \$45	1
The Insurance Sales Process	E-learn \$45	1
Long Term Care Concepts	E-learn \$62	Varies
Overview of Disability Insurance	E-learn \$45	1
Agency Support Functions	E-learn \$45	1
Reinsurance Overview	E-learn \$68	1
Intro to Underwriting	E-learn \$75	5
Individual Life Insurance Policy Provisions	E-learn \$45	1
Property - Casualty Concepts	E-learn \$76	Varies
How Group Insurance Works	E-learn \$45	1
How Group Life Insurance Works	E-learn \$45	1

Milestone: Financial Services Virtual Assistant Certification

In-Depth Professional Development - Financial Services

(Guideline Timeframe: 0 - 48 Months)

Development Activity	*Medium
Designation Path: Associate, Customer Service (ACS) and Insurance Agency Administration (AIAA)	
LOMA 286 Principles of Financial Services and Products	Text-based study materials (\$85) or E-learn (\$300); Exam: online (\$165) or paper (\$180)
LOMA 305 Personal Financial Planning	Text-based study materials (\$108); online (\$165) or paper (\$180) exam
Milestone: LOMA Level 1 Certificate is awarded after completion of LOMA 286 and 305.	
LOMA 290 Insurance Company Operations	Text-based study materials (\$85) or E-learn (\$300); Exam: online (\$165) or paper (\$180)
LOMA 326 Financial Services Marketing	Text-based study materials (\$108); online (\$165) or paper (\$180) exam
ACS 100 Foundations of Customer Service	Text-based study materials (\$116); online (\$260) or paper (\$280) exam
AIRC 410 Regulatory Compliance: Companies, Producers, Operations	Text-based study materials (\$106); online (\$370) or paper (\$395) exam
AIAA 200 Agency Administration	Text-based study materials (\$125); online (\$260) or paper (\$280) exam

Milestone: Associate, Insurance Agency Administration (AIAA) Designation

Virtual Business Partners

Financial Services Virtual Assistant Application

Applicant Information

Full Name: _____ Date: _____
 Last *First* *M.I.*

Address: _____
(Business) *Street Address* *Apartment/Unit #*

City *State* *ZIP Code*

Phone: () E-mail Address:
Phone2: () Web Site:
 Business Name:

Professional References

Please list three professional references.

Full Name: _____ Relationship: _____
Company: _____ Phone: () _____
Address: _____

Full Name: _____ Relationship: _____
Company: _____ Phone: () _____
Address: _____

Full Name: _____ Relationship: _____
Company: _____ Phone: () _____
Address: _____

Employment Verification

Company: _____ Phone: () _____
Address: _____ Supervisor: _____
Job Title: _____
From: _____ To: _____ Reason for Leaving: _____
May we contact your previous supervisor for a reference? YES NO

Company: _____ Phone: () _____
Address: _____ Supervisor: _____
Job Title: _____
From: _____ To: _____ Reason for Leaving: _____
May we contact your previous supervisor for a reference? YES NO

Company:

Phone: ()

Address:

Supervisor:

Job Title:

From:

To:

Reason for Leaving:

May we contact your previous supervisor for a reference?

YES

NO

LOMA Class Selection

Option 1:

Starts at \$180

\$75 processing fee

Option 2:

\$487

\$75 processing fee

Option 3:

\$487 for the core educational component

Elective classes start at \$135

\$75 processing fee

**Prices subject to change.*

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Core

(Guideline Timeframe: 0 - 2 Months)

Development Activity	*Medium	Hours
Estate Planning Concepts	E-learn \$94	Varies
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Financial Services Overview	E-learn \$45	1
Intro to Life Insurance	E-learn \$120	6
Principles of Financial Management	E-learn \$75	4

Electives (Choose Three)

(Guideline Timeframe: 0 - 2 Months)

Recommended Development Activity	*Medium – Please Check	Hours
Mutual Fund Concepts	E-learn \$68 <input type="checkbox"/>	Varies
Intro to Annuities	E-learn \$120 <input type="checkbox"/>	6
Overview of Life Insurance Products	E-learn \$45 <input type="checkbox"/>	2
Section 529 Plans	E-learn \$60 <input type="checkbox"/>	Varies
Intro to Annuities	E-learn \$120 <input type="checkbox"/>	6
Exceptional Customer Service	E-learn \$58 <input type="checkbox"/>	1
Ethical Conduct in the Insurance Industry	E-learn \$45 <input type="checkbox"/>	1
The Insurance Sales Process	E-learn \$45 <input type="checkbox"/>	1
Long Term Care Concepts	E-learn \$62 <input type="checkbox"/>	Varies
Overview of Disability Insurance	E-learn \$45 <input type="checkbox"/>	1
Reinsurance Overview	E-learn \$68 <input type="checkbox"/>	1
Intro to Underwriting	E-learn \$75 <input type="checkbox"/>	5
Individual Life Insurance Policy Provisions	E-learn \$45 <input type="checkbox"/>	1
Property - Casualty Concepts	E-learn \$76 <input type="checkbox"/>	Varies
How Group Insurance Works	E-learn \$45 <input type="checkbox"/>	1
How Group Life Insurance Works	E-learn \$45 <input type="checkbox"/>	1

Total: \$

Processing Fee: \$75.00

Grand Total: \$

Fees are non-refundable; therefore we strongly encourage you to be sure that you are able to satisfy all certification requirements before submitting your application.

We accept money order, cashier's check, personal or business check, and credit card via PayPal. There will be a \$25 return check fee for all insufficient checks. To pay by credit card, please visit my web site at www.virtualbusinesspartners.net and click on the Client Payment Services tab.

Mail Payment To:
Doreen R. Patrick, MVA, ACS
Principal
Virtual Business Partners
6300 Kingery Highway
Suite 415, # 237
Willowbrook, IL 60527

Disclaimer and Signature

I certify that my answers are true and complete to the best of my knowledge.

If this application leads to certification, I understand that false or misleading information in my application or interview may result in the removal of my certification.

Signature: _____ Date: _____