

Kaplan Professional Education

SEE INSIDE >>

Exceptional Education  
...Extraordinary  
Results





**“What makes  
Kaplan unique  
is our dedication to  
student support.”**

Our experienced educators engage the student, clearly explain even the most challenging topics, and go the extra mile to prepare our students for success. We personalize each of our programs to meet the needs of our students, constantly innovating to offer them the best learning experience possible. We provide our students with the efficiency they want without sacrificing the effectiveness they need.”

– Dr. Andrew Temte, CFA  
President



# STRONG ROOTS WITH A GLOBAL REACH

Kaplan Professional Education is located in La Crosse, Wisconsin, a historic city nestled on the banks of the Mississippi River. La Crosse is known for its natural beauty and recreational opportunities offered by the upper Mississippi River and the breathtaking limestone bluffs and rolling hills. Established as a city in 1856, La Crosse is steeped in history and is strategically located for tourism, higher education, advanced healthcare, business, and industry. La Crosse is the largest city on Wisconsin's western border and serves as the center of the tri-state area that includes Wisconsin, Minnesota, and Iowa.



**“I am a firm believer in the Kaplan methodology and the benefit that it offers.**

I have personally leveraged Kaplan for a number of initiatives over the past 25 years, ranging from the GMAT preparation class and extending through review classes for the CPA, CFP® certification, and NY Life, Accident and Health Insurance. In each case, after taking the respective preparation class and leveraging the Kaplan materials almost exclusively, I successfully passed the subsequent certification and/or licensing exams. Based on my successes with your organization, I highly recommend Kaplan.”

– Michael D., FPA Member

## Why Kaplan

At Kaplan, we help people transform their lives through education. We empower our students to start new careers or learn new skills to help themselves and their organizations by advancing in their current careers.

**We're the only educational institution in the world with the capacity to deliver on student success the way we do**, whether it is for K-12 students, college students, or professionals seeking career training. We provide education using the latest in innovative online technology, as well as in the traditional classroom.

**We only succeed when our students succeed.** For over 75 years, Kaplan has relied on our own proven learning science methodologies to help students unlock their talents by providing assessment-based, outcomes-driven educational programs. Now, we're redefining the future of education.

“For those who have busy schedules, limited time, and the inability to attend the conventional classroom setting, Kaplan University is convenient. And, their faculty is above and beyond outstanding in areas of leadership, knowledge, and support.”

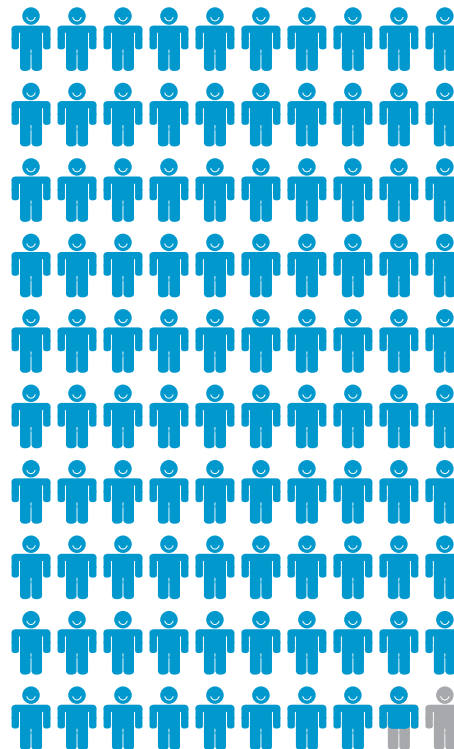
– Sharon R.

- Kaplan is one of the largest global, diversified education companies, serving over 1 million students each year.
- In a 2012–2013 survey of 3,100 graduating Kaplan University students, 96% agreed that their education will help them reach their personal and career goals.
- In February of 2014, *Fast Company* magazine named Kaplan, Inc., number three in the ten most innovative education companies in the world.
- We employ over 24,000 people across nearly 400 locations in over 30 countries.
- We are widely recognized as the pioneer in the exam prep industry.

## Why Kaplan Professional Education

**Kaplan Professional Education** is the not-for-credit professional and continuing education entity of Kaplan Higher Education, a division of Kaplan, Inc. Kaplan Professional Education delivers advanced designation and license preparation, professional development, and continuing education programs to businesses and individuals in the accounting, insurance, securities, financial planning, real estate, architecture, and engineering industries. Through classroom instruction and hundreds of online courses, Kaplan serves organizations and individuals who must comply with regulatory and continuing education requirements. We also serve individuals earning professional designations to advance in their careers.

- Kaplan is the largest education provider for the financial services and related industries.
- Kaplan has relationships with: 43 of the top 50 banks; 48 of the top 50 broker dealers; and 42 of the top 50 insurance companies.
- Each year, we successfully serve over 275,000 students.
- We are the only provider in financial services offering live public and private classes, live virtual classes, on-demand online classes, and textbook home study courses.
- Kaplan knows how to deliver in the corporate setting, with years of experience working with Fortune 500 companies and major financial and real estate brokerage institutions.
- We provide unmatched service, featuring customer experience managers, account managers, instructors, academic advisors, customer service teams, and technical support.
- Our proprietary education portals, customized for each organization, track student enrollments, progress, and completions.



In a recent survey  
of over 17,000 students,

98.5%

said they would recommend  
Kaplan to others.



# KAPLAN SCHWESER

Kaplan Schweser is the most trusted name in the industry, and we continue our commitment to helping individuals achieve their educational and professional goals. For the convenience of our students, Kaplan Schweser delivers content in every imaginable format: from traditional books and flashcards to online courses, Internet applications, and mobile device technologies. Simply put, there are no better materials available on the market, and no one who can deliver them with more diversity, convenience, or ease than Kaplan Schweser.

## CFA<sup>®</sup> | Chartered Financial Analyst<sup>®</sup>

The CFA<sup>®</sup> Program, administered by CFA Institute, sets the global standard for investment industry knowledge and ethical behavior. CFA Institute determines the curriculum, administers the exam, and awards the charter. Known as the “gold standard” amongst financial industry professionals, the CFA<sup>®</sup> charter is recognized as a significant benchmark within the financial community.

The CFA Program consists of a series of three examinations (Levels I, II, and III) that must be taken in succession. A minimum of 250 hours of preparation per CFA exam level is recommended, although some candidates will need more time (or less) depending on their individual backgrounds and experience.

The CFA curriculum is dynamic and changes annually to meet the nature and complexity of the global investment profession.

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## FRM<sup>®</sup> | Financial Risk Manager

The Financial Risk Manager (FRM<sup>®</sup>) certification is the globally recognized benchmark and professional designation for financial risk managers. Financial risk management is increasingly in demand today. Though the rewards for passing are great, the FRM exam is difficult. The FRM program is rigorous and is designed to measure a candidate's grasp of the latest technical and industry knowledge. With an average pass rate of 50% over the past 5 years, this challenging financial exam requires a comprehensive study plan to ensure success.

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## CAIA<sup>®</sup> | Chartered Alternative Investment Analyst<sup>SM</sup>

As investors increasingly turn to alternative investments to enhance portfolio performance and hedge risks, alternative investing has gone mainstream. The CAIA<sup>®</sup> designation is the only global educational standard designed for alternative investment professionals. Becoming a CAIA charterholder will truly make an individual stand out from the crowd.

The CAIA program's diverse curriculum appeals to seasoned professionals looking to explore new areas within alternative investment markets, generalists wishing to add another asset class to their investment arsenal, and new industry participants seeking to establish a core understanding of alternative investments.

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“Schweser products are clear, concise, and easy to understand. Anyone who wants to pass the CFA exam should invest in Schweser products because they increase your chances of success while saving time and money.”

– Michael S., 2013 Level I

## CPA | Certified Public Accountant

The Certified Public Accountant (CPA) designation was established in 1896. Today, the Uniform CPA Examination is a four-part exam designed to assess the entry-level knowledge and skills of a candidate for the professional designation. The CPA credential is highly respected and internationally recognized, and a potential employer is willing to pay for the high ethical standards, experience, education, and skills the designation stands for.

### Why Kaplan CPA Review?

Kaplan CPA Review provides industry-leading instruction and study materials that give students the skills and knowledge necessary for exam-day success. Our program includes every tool needed to effectively prepare for the CPA Exam and is fully customizable to suit busy schedules and unique learning styles. Our entire program is built on Prepare ▶ Practice ▶ Perform®, a holistic approach to exam preparation that ensures complete comprehension of the fundamental concepts critical to success on the CPA Exam.

“I have tried different study programs in the past, and they just didn’t work for me. I love that Kaplan has different ways of learning the material, so you aren’t limited to one way of studying.”

- A. Rozen





# KAPLAN FINANCIAL EDUCATION

Kaplan Financial Education realizes everyone has their own style of learning, so we provide our candidates with information in various modes so they can select the learning style that's right for them. We not only provide efficient, effective study tools, but also the personalized help candidates need to stay on track and finish strong. Our instructors are not just experienced academics—they're also practitioners who know what it takes to pass the exams and succeed in the real world.

## CFP® Certification | CERTIFIED FINANCIAL PLANNER™

Consumers are increasingly relying on financial advisors who hold the CERTIFIED FINANCIAL PLANNER™ certification. The CFP® certification is a globally recognized standard for financial planners and quickly identifies them as committed to competency and ethical behavior when providing financial planning advice.

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“The instructors were committed to my success. Their availability to us was exceptional, the course material timely and focused, and the computer course work clear and appropriate to the CFP® exam. Supplemental study and information was available in abundance, while at the same time easy to navigate. Kaplan gets my strong voice of approval and gratitude.”

—Steven A. Eglund

Financial Planner Board of Standards, Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™, and federally registered CFP (with flame logo) in the U.S., which it awards to individuals who successfully complete initial and ongoing certification requirements. Kaplan University does not certify individuals to use the CFP®, CERTIFIED FINANCIAL PLANNER™, and CFP (with flame logo) certification marks. CFP® certification is granted only by Certified Financial Planner Board of Standards, Inc. to those persons who, in addition to completing an educational requirement such as this CFP Board-Registered Program, have met its ethics, experience, and examination requirements. Kaplan Financial Education and Kaplan University are review course providers for the CFP® Certification Examination administered by Certified Financial Planner Board of Standards, Inc. CFP Board does not endorse any review course or receive financial remuneration from review course providers.





# KAPLAN FINANCIAL EDUCATION

## Insurance

Life & Health | Property & Casualty | Adjuster Licensing | Surplus Lines | Ethics

The insurance industry is regulated at the state level in the United States. The rules for licensing vary from state to state and can change at any time. Kaplan Financial Education offers several distinctive study packages, from self-study to online to live classes, as well as a variety of tools to help individuals prepare to pass their state exams.

## Insurance Continuing Education

The Department of Insurance in all 50 states and the District of Columbia require that all licensed insurance producers under their jurisdiction successfully complete a minimum number of insurance continuing education (CE) hours per license renewal period in order to keep their license active. Approved CE courses cover topics of relevance to the licensee, including state laws and regulations.

## Securities Licensing

Series 6 | Series 7 | Series 24 | Series 63 | Series 65 | Series 66 | PLUS 11 more

Regulatory requirements state that all persons associated with a securities broker/dealer, and who are involved in activities that will affect the public, must be licensed and pass a nationally administered exam to show that they have knowledge and understanding of the rules and regulations of the securities industry, as well as an understanding of how the different products sold in the securities industry work.

Kaplan's educators are all hand-selected and possess financial services industry experience.

## Professional Development

Kaplan Financial Education offers business and finance online certificate programs designed to help companies and professionals develop more desirable skill sets, improve performance, prepare for industry certification, or gain the skills necessary to pursue career advancement. Programs in areas such as Project Management, Finance for Managers, Behavioral Advice, and Entrepreneurship are all designed for individuals who are interested in expanding their business knowledge through career training.



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“Kaplan was so easy to use and easy to understand. The help I received from the customer service center was top notch. I would never consider using another company. Ever.”

– Anne S.

# KAPLAN REAL ESTATE EDUCATION

## Real Estate Licensing and Continuing Education

Kaplan Real Estate Education helps thousands of students acquire the tools they need to succeed in today's real estate market. Because many of our instructors are practicing real estate professionals themselves, they understand the needs of our students.

Our courses are specifically tailored to adult learners and span every stage of a real estate professional's career, from prelicensing to continuing education.

In addition to traditional live classroom courses, we offer online classes, as well as text-based home study. Our distinct education delivery formats, flexible schedules, and wide selection of courses make it easy for our students to take what they want, when they want it. Students who choose Kaplan for their real estate education are guaranteed expert instructors, up-to-date courses, and flexible class options that match their needs and learning styles.

## Home Inspection Education

Kaplan Home Inspection Training gives individuals the knowledge, skills, and confidence to enter the home inspection profession, and all of the information they need to succeed in the industry. Our instructors are industry experts who have at their disposal hands-on home inspection labs that set the industry standards for the nation. This combination of expert instructors, field training, and practical training in our labs give students the competitive edge they need.

## Appraisal Education

To become an Appraiser, an individual must become licensed in the state in which they choose to practice. Kaplan offers the most educational options in appraisal licensing, exam preparation, and continuing education courses.

## Contractor Education

As a provider of contracting education, we help emerging professionals in the contracting community prepare for their professional licensing exams. We also offer a wide variety of continuing education courses for contractors who need to complete their required education.

## Mortgage Education

Kaplan provides superior learning solutions through our mortgage licensing and continuing education courses. We work closely with the NMLS to provide the most convenient and comprehensive classes to ensure our students pass the required test the first time.

# KAPLAN ARCHITECTURE AND ENGINEERING

## Kaplan Architecture Education

Kaplan Architecture Education's ARE prep program has been the recognized industry leader for over 35 years. The program is regularly updated, so students are ensured of using the newest and most current ARE prep materials available. Kaplan's comprehensive ARE Solution is organized by division, so students can study for one division at a time without worrying about whether they are reviewing irrelevant content or missing something they need to pass the exam.

## Kaplan Engineering Education

Kaplan Engineering Education offers focused educational tools to help students and professionals better understand the FE, PE, or SE exams. Kaplan's detailed review manuals, live and online reviews, online test banks, and interactive exercises will help students review the content and reinforce subject retention. Our proven study strategies, up-to-date content, and professional relationships with industry leaders make Kaplan a preferred choice for professional study materials.



## Kaplan Clean Tech Education

Kaplan Clean Tech Education develops and delivers educational services in the “green” technology and sustainable manufacturing/construction sectors, with a focus in areas such as solar energy technology, residential energy efficiency auditing, green construction/manufacturing/safety, and LEED. We have trained and certified over 15,000 individuals through the largest open enrollment clean technology program in the nation. We offer our training via classroom and hands-on instruction, as well as through online coursework.

## The Kaplan Way for Learning



### PREPARE

Acquire new knowledge through demonstration and examples.



### PRACTICE

Apply new knowledge through simulation and practice.



### PERFORM

Evaluate mastery of new knowledge and identify achieved outcomes.

## The Kaplan Way for Learning

Our commitment to excellence in education and helping students achieve their career goals set the foundation for what we call the Kaplan Way. The Kaplan Way is a comprehensive learning strategy that combines a scientific, evidence-based design philosophy with a straightforward educational approach to learning. The system is designed to help the student achieve desired program outcomes efficiently and effectively by employing a three-phase learning strategy: **Prepare ▶ Practice ▶ Perform®**.

**The Prepare phase of the Kaplan Way** sets the foundation for the learning experience and is where the student is introduced to new knowledge. Whether through readings, live lectures, or video classes, Prepare activities will provide the student with the necessary tools to begin acquiring new knowledge.

**The second phase, Practice,** will provide students with an opportunity to apply what they have learned through additional activities, simulations, or questions. Practice will allow students to directly interact with new knowledge and skills. This critical phase can help students identify gaps in performance and build expertise.

**Finally, the Perform phase is** where students' newly acquired knowledge and skills are put to the test. Perform activities are designed to assess students' level of mastery for their intended program outcomes and will identify what they have achieved.

**The Kaplan Way** simplifies the learning process, allowing students to focus on what they need to learn versus how they need to learn it. Both the design and delivery of the content is based on sound, industry-recognized cognitive learning principles and evidence-based research.

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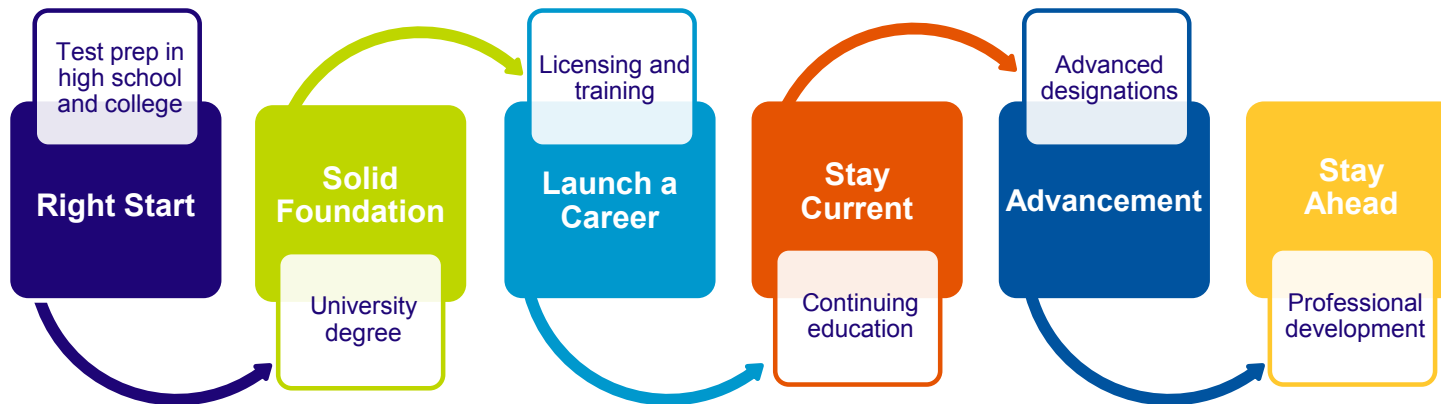
“Practice is what cements learning into long-term memory. Good practice is tightly linked to good assessment. Indeed, the best practice often looks a lot like an assessment but with a premium on explanations and feedback.”

– Bror Saxberg, Chief Learning Officer, Kaplan, Inc.  
Coauthor of *Learning by Design: Breakthrough Leadership in the Digital Age*

## The Kaplan Hire-to-Retire Strategy

Throughout our 75-year history, Kaplan has been committed to lifelong learning. We serve students of all ages, from first-graders learning to read to professionals seeking postgraduate training. Today, we continue our commitment to helping individuals achieve their goals.

Our “hire-to-retain” philosophy means we not only help individuals prepare for and get started in their careers, but we also provide them with proven educational opportunities to advance professionally throughout their lives.



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“Because of the success we had there, it was a no-brainer for us to go to Kaplan. Kaplan is a name that is recognized and a name that will bring clout with our clients when we go to them and say, ‘Hey, we partnered with Kaplan to get this done.’ ”

– Dan G.



◀◀ START OVER

◀◀ PREVIOUS

**K** **Kaplan Professional Education**  
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877.601.4177 | [KaplanProfessional.com](http://KaplanProfessional.com)