



**AICPA PROFESSIONAL LIABILITY
INSURANCE PROGRAM**



The Difference is Easy to See.

The AICPA Premier Plan Has the Liability Protection Your Firm Needs.
It's No Wonder More CPAs Trust the Premier Plan to Protect Their Firms.

<<John Q. Sample>>
<<Firm Name>>
<<123 Street Name>>
<<Anytown, USA 12345-6789>>

<<Dear Mr. Sample,>>

The accounting profession plays a critical role in the success and prosperity of America's businesses, individuals and families. Your professionalism and commitment to your clients is a key factor in their success, and in yours.

The AICPA-endorsed Premier Plan could play a critical role in the success and survival of your firm. We're committed to providing your firm with the very best in professional liability benefits, backed by exceptional service.

The Premier Plan is More Than a Professional Liability Insurance Plan. It's a Partnership with the Accounting Profession.

Endorsed by the AICPA, with features and benefits that are monitored by a committee of CPAs in public practice, the Premier Plan was designed with your interests in mind.

More than 23,000 accounting firms like yours have already placed their trust in the AICPA Professional Liability Insurance Program. After all, it's the only professional liability plan that's endorsed by the AICPA. Plan benefits are reviewed by a committee of CPAs in public practice, who are responsible for identifying the issues and trends impacting the accounting profession, and recommending new benefits and other enhancements, so the Plan continues to provide a broad range of firms with the very best in protection and service.

Today, the AICPA Premier Plan is far and away the most popular professional liability plan for CPAs in America.

Flexible Benefits. Affordable Rates. Exceptional Service. It All Adds Up to Outstanding Quality for You and Your Firm.

Every accounting firm is different, with different areas of expertise, number of employees and plans for the future. So, one type of plan just isn't going to fit every firm's needs. Start with the basics—an approach your firm can count on,

(over please)

Aon Insurance Services, National Program Administrator

159 East County Line Road • Hatboro, PA 19040-1218 • 800-221-3023 • Fax: 800-853-5227 • www.cpai.com

today and in the future, and add coverages as you need them. With liability limits of \$100,000 to \$20 million and full prior acts coverage available (for qualified firms), the Plan has the ability to deliver just the right level of coverage to your firm.

The Premier Plan Can Give Your Firm the Tailored Benefits it Needs, with 32 Deductible Options as Well as Specific Coverages in the Following Areas:

- Registered representatives
- Real estate agents
- Annuity and life insurance agents
- Employee dishonesty
- Not-for-profit directors & officers defense cost reimbursement
- ERISA Plan fiduciaries
- Bodily injury for exposures arising from CPA ElderCare Services

The Premier Plan Helps Reduce Your Firm's Exposure to Malpractice Suits, Through Our Innovative Risk Management Program.

Like most insurance, professional liability is a coverage you hope you never have to use. Our innovative and extensive Risk Management Program is designed to help prevent time-consuming malpractice suits, and let you keep your focus where it belongs—on your business. Program professionals will help you with engagement letters, client acceptance and strategies for reducing risk. We've also set up a toll-free hotline, to provide you with expert information on any risks you may be exposed to through the services you provide.

Get a FREE, No Obligation Premium Indication, Even if You Already Have Professional Liability Coverage.

Find out what the Premier Plan can do for your firm. Get a free Premium Indication today. It's easy, and there's no obligation. Just complete a Premium Indication Request Form online at www.cpai.com/premier, or you can complete and return the enclosed Form. Or, call **1-800-221-3023** and a Plan representative will take your firm's information right over the phone. You can also call a Regional Plan Representative in your area, by using the list of representatives on the enclosed Directory.

Join more than 23,000 accounting firms who already trust the AICPA-Endorsed Professional Liability Insurance Program to protect their business—and have helped make the Program #1 for accounting firms across America.

Sincerely,

Kenneth J. Mackunis
President, Aon Insurance Services

P.S. Your firm can expect more from the Premier Plan. Get a free, no obligation Premier Plan Premium Indication today. Complete and return the form in the enclosed brochure or visit us online, at www.cpai.co/premier today.

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