



ABOUT THE 100% Agency Program

The 100% Agency Program was developed to acknowledge agencies for their commitment to NAIFA by allowing them to participate in NAIFA in a group and individual setting that fits the unique culture of an agency. Agencies in the program receive special recognition for their involvement while also allowing NAIFA to increase its advocacy presence on both federal and state levels.



Lawrence Holzberg,
LUTCF, LACP
Boynton, FL
LOYAL MEMBER SINCE 1990

Create a culture of excellence.

An agency manager or owner that commits to the 100% Agency program sets the bar high for producers. It sets a standard of excellence whereby the advisors understand that participating, continuous learning, and advocating on behalf of consumers is not just good for their business—but it's the right thing to do for the industry.

Quick Facts:

- Decide if you want to include only your producers, or your producers plus administrative staff in your group package
- All members receive all the benefits and rights of full membership in NAIFA

The Value to You:

- Agency gains recognition through promotion on the consumer site, agency is profiled in *Advisor Today* digital platform
- Advisors are rewarded for participation through publicity and agency receives extra recognition



Program Benefits

The 100% Agency program is designed to be a win-win for agencies and their advisors. Offering all of the traditional benefits of NAIFA membership with the exclusive recognition of being a 100% Agency.

Group Billing at a Fixed Rate

Receive one bill for your entire team at a fixed rate.

Private Orientation & Advocacy Training Sessions

Explore all that NAIFA has to offer with a private orientation and an special advocacy training session exclusively for your team.

Agency Profiled in Advisor Today blog

Let your talent shine on a national stage as we feature your agency in our blog with a distribution of more than 50,000.

Special Logo & Welcome Kit

Show your clients that your advisors are #NAIFAproud to be a 100% Agency.

Logo Placement

Get recognized with your agency logo on NAIFA's consumer site (financialsecurity.org) and within the NAIFA Members' portal.

Agency Insurance Offers

Receive access to CalSurance Agency E&O insurance and Kelsey agency products to protect your advisors.

Organization Offers

Receive discounts to professional development events, NAIFA Quality Awards, managerial training, and grassroots programs.

Group Discount at Signature Events

Send your team to the Congressional Conference of National Leadership Conference at a special price. Your agency logo will be featured at the event.

Preferred Subject Matter Experts

Your advisors will be in a preferred pool of contacts for commentary, participation, writing and speaking opportunities offered by NAIFA.

HOW THE PROGRAM WORKS

1. Design a package to meet your agency goals
 - a. Producers Only
 - b. Producers and Administrative Professionals/CSR
2. Sign membership agreement outlining marketing and membership terms
3. Reconcile any current members to enter into group membership direct bill cycle
4. Agency onboarding: Kick-off call, press release, orientation & welcome kit

Learn More

Contact Randy Clark, Senior Director of Membership Outreach & Engagement at rclark@naifa.org or call 410.610.9695 (mobile) 703-770-8222 (office)

Or, drop an email to recruitment@naifa.org.