



NAIFA QUALITY AWARDS

THE HALLMARK FOR OUTSTANDING CLIENT CARE

Laurie Adams, CFP, CLU, LUTCF
NQA Task Force Member & Recipient
Peoria Heights, IL
Loyal Member Since 1982

ABOUT THE NAIFA Quality Awards

The NAIFA Quality Award was created in 1947, focusing on recognizing outstanding performance by life insurance agents. Today, the award has expanded to include not only life insurance, but also multiline, financial advising, health, and employee benefits. In addition to questions about personal production, the application provides additional points based on NAIFA involvement, designations, and leadership roles.



Ike Trotter, CLU, ChFC
Greenville, MS
Loyal Member Since 1976

The NAIFA Quality Award recognizes the best of the best in our industry. It celebrates outstanding advisors and agents who provide quality care, adhere to ethical standards, and is not solely based on annual production numbers."

How to Apply

- You don't need to be a NAIFA member to apply for the award, but must join to accept the award if you meet the qualifications
- Criteria differ based on award for each practice area

Exclusive to NAIFA Members:

- Listed in online NQA directory
- Recognition as an NQA recipient in *Advisor Today* digital edition & within industry press release
- Digital badge to use on social
- Recognition during annual National Leadership Conference

Differentiate Your Team

- Use NQA as an incentive program for your team
- Group blocks of awards available