



# ADVOCATE. EDUCATE. DIFFERENTIATE.

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Colorado Springs, CO  
2024 National Young Advisor of The Year  
Loyal Member Since 2011

## BELONG TO THE ONE & ONLY NAIFA Your Professional Association

Belonging to your professional association establishes you as an individual who is committed to your career as a financial services professional. Through your membership, you will join a national network of performance-driven professionals who proudly adhere to a Code of Ethics, proudly engage in the democratic process to protect their businesses, and continuously seek self-development opportunities through education and servant leadership programs.

### NAIFA's Fees Align with the Acceleration of Your Career

Year 1	Year 2	Year 3	Year 4	Year 5
\$10/month	\$20/month	\$30/month	\$40/month	\$68/month

plus \$1 processing fee

We understand that the first few years establishing your practice are challenging. NAIFA provides a ramp-up period in membership fees so that you don't have to wait to join until you're established to join your professional association. While NAIFA has accelerator programs for young advisors, individuals join NAIFA throughout the lifecycle of their career due to our advocacy & education programs that span practice areas and demographics. NAIFA is a multi-generational association that includes everyone who is invested in the financial security of Americans and chooses to belong.

In addition to membership categories for those practicing in regulated professions, NAIFA also offers membership categories for the following financial security professionals:

Administrative Professional	Industry Professional	Student
\$20/month or \$240/year	\$500/year	\$50/year

\*Please note that group memberships also exist for your firm or agency

### QUICK FACTS:

Founded in 1890, NAIFA is the largest & oldest association for financial service professionals

NAIFA promotes you & your brand through online directories, profiles, speaking and volunteer leadership opportunities

NAIFA provides you with training & opportunities to meet with elected leaders so you can have a part in directly shaping policy

Gain access to educational webinars, meeting invites, obtain CE credit, & special interest practice communities

Includes a membership benefit bundle to access to Life Happens content, insurance plans, business software, travel & clothing discounts and more

National network of over 20,000 multi-disciplinary professionals united by their commitment to clients, community, and country



## Advocate.

Since 1890, NAIFA is the only professional association that advocates at the state, interstate, and federal levels on behalf of financial services professionals.

- **Grassroots Training:** Earn your Financial Security Advocate badge to showcase to your clients that you advocate on their behalf
- **Legislative Action Center:** Learn about the bills that NAIFA is monitoring and access tools and resources for contacting your legislators
- **Congressional Conference:** NAIFA members come together for the industry's largest fly-in to advocate on behalf of their businesses, clients, consumers, and the industry in May of every year. Showcase pictures of you meeting your Congressional leaders and Capitol Hill photo to explain what you are doing for their financial futures.
- **GovTalk:** A monthly newsletter that summarizes the latest activity on Capitol Hill and other legislative activities impacting the industry so you can stay updated
- **Action Alerts:** NAIFA sends alerts to members when there is an opportunity to inform their legislator about a particular issue
- **Advocacy in Action Blog:** Stay current on the latest legislative action in our industry
- **IFAPAC:** NAIFA has a political action committee within every state and at the federal level



## Educate.

Invest in your education and build your network with NAIFA so you can reach your potential and guide your clients to financial security. The Society of Financial Services is NAIFA's professional development arm and provides opportunities for you to elevate your knowledge, confidence, skills, and productivity.

- **NAIFA Live:** NAIFA's monthly meeting featuring top industry speakers giving sales & marketing ideas
- **FSP Institute:** Immersive event to allow financial service professionals to come and learn from subject matter experts from a cross-disciplinary viewpoint
- **Leadership in Life Institute (LILI):** LILI is a 6-month leadership development program devoted to advancing your personal growth and professional success
- **LACP Certification & LUTCF Designation:** For agents and advisors to demonstrate industry and product knowledge
- **Journal of the Society of Financial Service Professionals:** Online access to peer-reviewed academic journal including quizzes and live interaction with authors
- **CE-Eligible Webinars:** Membership includes access to dozens of webinars that can provide you with continuing education credits across a variety of disciplines



## Differentiate.

NAIFA provides members with ample opportunities to stand out from the crowd. Whether through volunteer leadership, as a thought leader by contributing content, gaining visibility by earning an award, or being involved in one of our specialty groups.

- **NAIFA Quality Awards:** Receive recognition for quality of client care in the following categories: Life Insurance, Multi-Line, Financial Advising, and Health & Employee Benefits
- **Advisor Today:** NAIFA's lifestyle brand with the tagline "Live + Work + Give" provides content through the AT Blog, print magazine, podcast, and award programs to highlight the work of members
- **Coaching & Training:** NAIFA members offer each other free sales & motivation coaching programs, as well as access to the Trustworthy Selling Program from Hoopis Performance Networks & LIMRA.
- **Directory Listing:** Only NAIFA members are listed in the consumer-facing directory found on NAIFA's consumer sites, [financialsecurity.org](http://financialsecurity.org) & [lifelifehappens.org](http://lifelifehappens.org)
- **Access to Life Happens Content:** NAIFA members receive curated content to award-winning Life Happens' content
- **Special Interest Communities:** NAIFA provides study and legislative working groups in specific practice areas, for new advisors, managers, and for women allowing you additional support and networking.

