



# NAIFA's Centers of Excellence

NAIFA's five Centers of Excellence take a customized approach to deliver unique and relevant information to today's advisors. Each Center is focused on a specific insurance and finance subject area and provides a platform for your specialized print and media content. As a sponsor of one of NAIFA's Centers, you will be provided with multiple opportunities to expand your business through outreach to NAIFA members.

## Advanced Practice Center – [theapcenter.org](http://theapcenter.org)



Created by NAIFA and the Society of Financial Service Professionals, the Advanced Practice Center (APC) provides the most up-to-date information and access to your expertise for complex cases. Sponsor participation provides thought leadership and advanced case content relevant to agents and advisors working to meet their clients' advanced planning needs.

## Business Performance Center – [bpc.naifa.org](http://bpc.naifa.org)



The Business Performance Center (BPC) helps agents and advisors grow and expand their businesses. BPC sponsors contribute articles, webinars, and educational sessions to help business executives. Increase your visibility by spotlighting ideas, tools, and resources that are essential to businesses in today's competitive environment.

## Limited & Extended Care Planning Center – [lecp.naifa.org](http://lecp.naifa.org)



Most individuals now have a direct experience with extended care planning needs. The Limited & Extended Care Planning Center (LECP) addresses the evolving needs of individuals, families, and businesses. Center sponsors provide subject matter expertise, carrier and distribution viewpoints, research, and resources. The LECP Legislative Working Group is a strong industry and advocacy voice representing carriers, advisors, and consumers.

## Talent Development Center – [tdc.naifa.org](http://tdc.naifa.org)



The Talent Development Center (TDC) is focused on personal and professional performance and growth. NAIFA's professional development events, awards, certification programs, podcasts, and leadership training are housed in one convenient Center, with a variety of ways to incorporate sponsor support.

## Employee & Executive Benefits Center – [ebc.naifa.org](http://ebc.naifa.org)



The Employee & Executive Benefits Center (EBC) sponsors provide workplace content to advisors as they grow and expand their supplemental benefit offerings and saving/retirement plan opportunities. The Center provides insights into emerging trends in insurance, investments, and worksite business practices. The EBC Legislative Working Group will examine sections of Secure 2.0 to determine its direct impact on workplace products and benefits.

# Expanded Membership Benefits



## NAIFA Membership Benefits Include:

- Professional lobbyists advocating on your behalf at the state, interstate, and federal levels with grassroots training and opportunities for civic engagement
- Printed and digital platform of *Advisor Today* which includes the magazine, podcast, webinars, and blog
- Monthly members-only NAIFA Live webinar program with top speakers providing sales & marketing techniques
- Consumer-facing directory of NAIFA advisors located at: [www.financialsecurity.org](http://www.financialsecurity.org)
- Centers of Excellence in specialty areas such as long-term care & employee benefits
- Volunteer leadership opportunities at the local, state, and national level with award programs
- Signature events of Congressional Conference\* and Apex\*
- The LUTCF designation\* and LACP certification\*
- Leadership in Life Institute\*
- Access to NAIFA's Membership Marketplace of discount programs for travel, insurance, business software, and lifestyle products
- Access to discounted CE courses through WebCE\*
- Access to an online career center
- Specific programs for college students & young advisors
- Access to marketing content from Life Happens and a library of marketing videos to build your brand

## FSP Membership Benefits Include:

- Access to expert-led professional development webinars, seminars, and online summits
- Access to CE, CLE, PACE, and CFP credits through programming
- Specialty newsletters that cover: employee benefits, estate planning, financial and retirement planning, insurance and risk management, practice management
- *The Journal of the Society of Financial Service Professionals* is delivered to members six times per year
- On-demand access to webinars and content online
- Networking with cross-disciplinary professionals that adhere to the highest ethical standards
- Annual meeting of the FSP Institute to provide world-class education\*
- Member benefits program that includes preferred pricing on insurance and ancillary products
- Subscription to FSP NewsBrief that provides curated content

### Now, You Get it All!

Being a member of NAIFA has never been better! NAIFA members can now enjoy the FSP benefit package and vice-versa! If you haven't looked at all of your benefits in awhile, please do so in the NAIFA members' portal

\*denotes additional fees