



## ABOUT THE 100% Agency Program

The 100% Agency Program was developed to acknowledge insurance 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 insurance 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.

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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 and administrative professionals that support them. 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 their clients. Participation also highlights the agency manager or owner as a true leader in 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:

- Preferred pricing
- Agency gains recognition through promotion on the consumer site, agency is profiled in *Advisor Today*
- 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.

## Preferred Pricing on Fees

Group memberships receive preferred pricing, but full benefits. Flexible payment options make it easy for you to decide how you want your agency to participate in payment.

## Special Programs

Explore all that NAIFA has to offer through onboarding and our ongoing program to bring best practices to 100% Agency participants.

## 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 80,000.

## Special Logo & Welcome Kit

Show your clients that your agency is 100% American and 100% supportive of their financial security.

## 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 other group insurance products to help you provide benefits to your agency professionals.

## Organization Offers

Receive discounts to professional development events, NAIFA Quality Awards, LUTCF, LACP, and more.

## 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
2. Sign membership agreement outlining marketing and membership terms
3. Reconcile any current members to enter into group membership
4. Onboard your agency through a kick-off call, press release, welcome kit, and professional agency profile

## Learn More

Contact NAIFA's Membership team at [recruitment@naifa.org](mailto:recruitment@naifa.org).