



National Association of Insurance  
and Financial Advisors



## Advocate.

The protective advisor.

**NAIFA's advocacy success is second to none in insurance and financial services.**

According to research by the *National Journal*, Policymakers view NAIFA as the most credible, valued and respected voice in the industry. With a NAIFA member in every Congressional District, no other organization comes close to rivaling NAIFA's grassroots efforts.

NAIFA's PAC is the largest among all insurance and financial-services groups. That ranking doesn't include the work IFAPAC and our state PACs do to help represent advisors and the industry in all 50 state capitals.

The NAIFA Congressional Conference is the largest advocacy event in insurance and financial services. Every spring, hundreds of NAIFA members educate lawmakers about the value of the products and services they provide to Main Street Americans.

## Educate.

The thinking advisor.

**Your mission is to grow your business. NAIFA's mission is to support you in every step of your career. NAIFA creates programs to elevate your knowledge, your confidence, your skills and your productivity.**

- **NAIFA Live** presents high-quality speakers and programming during virtual and in-person monthly educational and networking events hosted by state chapters.
- **The NAIFA Limited & Extended Care Planning Center** is a virtual center to equip agents and advisors with information, designation and resources on trends affecting the care industry and consumers.
- **The Talent Development Center houses all of NAIFA's programs for driving your personal & professional growth.** From certifications to leadership programs, the Talent Development Center offers programs for every stage of your career.

## Differentiate.

The trusted advisor.

**NAIFA members adhere to a code of ethics that's about honesty and integrity, and we're proud to tell consumers that our members are advisors they can trust.**

As a NAIFA member, you belong to an organization that's been advising Americans for more than 125 years. You stand out as a thought leader in your business, and an innovator in providing solutions to your clients.

You also are featured on NAIFA's website, [www.AdvisorsYouCanTrust.org](http://www.AdvisorsYouCanTrust.org), where the news media and consumers go for the latest news, tips and trends on strategies and products that will help secure America's financial futures.

**Join NAIFA today.**

**#NAIFAProud**  

**[www.NAIFA.org](http://www.NAIFA.org)**

# Why Join NAIFA

The Community that Cares.

**NAIFA members are advisors that focus first and foremost on client care.**

Satisfaction comes from providing guidance to families who are seeking financial wellness. A NAIFA advisor is a person who continuously strives to improve and gives back to the local community, or what we refer to as Main Street USA.

All NAIFA members are listed on [www.advisoryoucantrust.org](http://www.advisoryoucantrust.org) & highlighted on [mainstreetusa.naifa.org](http://mainstreetusa.naifa.org)



## Do More. Be More.

We understand how tough the industry is and membership in NAIFA substantially increases your probability of success. Data shows that advisors that are NAIFA members not only make it in the business, but excel. To make NAIFA accessible and inclusive to our expansive industry, membership fees are based on the number of years you've been in the industry as a producer.

<b>Year 1</b>	\$10/month
<b>Year 2</b>	\$20/month
<b>Year 3*</b>	\$30/month*
<b>Year 4</b>	\$40/month
<b>Year 5+</b>	\$56/month

*\* Individuals that have never been a NAIFA member, but with 3 or more years experience can take advantage of a promotional rate of \$30/month for the first year of membership.*



Visit: [www.naifa.org/join](http://www.naifa.org/join)