



Advanced  
Practice  
CENTER



# CONNECTING MEMBERS WITH EXPERTS

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Loyal Member Since 2018

## ABOUT THE Advanced Practice Center

The Society of Financial Service Professionals and the National Association of Insurance and Financial Advisors have come together to create a Center of Excellence that offers content, events, and direct access to experts to provide thought leadership in advanced markets topics and concepts. The Advanced Practice Center of Excellence (APC) is supported by the two organizations to ensure that agents and advisors have the most up-to-date information and access to leading experts for complex cases.

The APC is a thought leadership hub for topics in advanced markets. In addition to hosting its inaugural Impact Week, the Center offers webinars, blog articles, and additional content designed to provide insurance and financial professionals with case studies, research, and access to leading experts.

### Quick Facts:

- The APC provided several webinars during 2021 that are available on-demand
- Contributions from top industry experts and leaders
- 2022 will include in-person events

### The Value to You:

- Access to a network of experts to turn to when complex cases arise
- Insight into how legislation may affect your business and HNW clients
- Sales ideas for expanding your book of business through partnership

[apc.naifa.org](http://apc.naifa.org)

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