NAIFA | Membership

ADVOCATE. EDUCATE. DIFFERENTIATE.

Kathleen Owings, LACP
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
$20/month	$30/month	$40/month	$50/month	$72/month

plus $2 processing fee

We understand that the first few years of establishing your practice are challenging. That's why NAIFA provides graduated membership fees so you don't have to wait to join your professional association until you're established. To help you succeed, NAIFA has accelerator programs for young advisors, to propel you throughout the lifecycle of your career, and support you through 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:

Industry Professional	Student
$1000/year	$50/year

Contact us to learn more about group memberships with additional benefits 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, and other benefits that help you save and make more money!

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

www.naifa.org/join

NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS
1000 Wilson Blvd, Suite 1890, Arlington, VA 22209
Phone: 877-866-2432
Email: recruitment@naifa.org

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. NAIFA 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.
- **LUTCF Designation:** Learn how to sell & market successfully. NAIFA has revamped its popular designation to now include field mentorship.
- **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.
- **NAIFA Centers of Excellence:** Specialized communities to meet the vast needs of our membership. Each Center offers webinars, blog articles, case studies, research, and access to subject matter experts:
  - Lifetime Healthcare Center for long-term care, Medicare, caregiving, longevity & more.
  - Business Performance Center for practice management, fintech & more.
  - Investments, Retirement, Estate & Advanced Planning Center for retirement, social security, executive benefits, & more.

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, podcast, and award programs to highlight the work of members.
- **Coaching & Training**: NAIFA members offer each other free sales & motivation coaching programs and study groups.
- **Sales Directory Listing:** Only NAIFA members are listed in Find A Financial Professional, the consumer-facing directory on NAIFA's consumer site, lifehappens.org.
- **Access to Life Happens Content:** NAIFA members receive curated content to award-winning LIfe Happens content.
- **Interest Area Collectives:** NAIFA provides study and legislative working groups in specific practice areas, for new advisors, managers, and other demographics, creating additional support and networking.