

HOW DOES NAIFA PROTECT CONSUMERS LIKE ME?

Since 1890, NAIFA has been active at state and federal levels of government safeguarding the financial interests of the public and protecting the important relationships between agents and their clients.

- ▲ **1913:** NAIFA works with Congress to create tax-free death benefits for life insurance, a measure that, to this day, continues to protect the financial wellbeing of American families in their times of need.
- ▲ **1938-Present:** NAIFA fights to preserve private health care, offering consumers more choices and options in their health care providers.
- ▲ **1977:** NAIFA helps defeat plans to tax investors on the inside build-up of annuities products.
- ▲ **2003:** NAIFA works closely with state regulators to protect senior citizens purchasing annuity products.
- ▲ **2008-Present:** NAIFA works toward creating the National Association of Registered Agents and Brokers, which would allow clients who move from state-to-state to continue doing business with their original insurance agents.



The National Association of Insurance and Financial Advisors is the Oldest Professional Association in the Financial Services Industry.

TO FIND A MEMBER IN YOUR AREA OR TO LEARN MORE ABOUT NAIFA, VISIT WWW.NAIFA.ORG.



NATIONAL ASSOCIATION OF INSURANCE
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—OR—

YOU DESERVE
AN AGENT OR ADVISOR
WHO IS A MEMBER OF
NAIFA



NATIONAL ASSOCIATION OF INSURANCE
AND FINANCIAL ADVISORS
SINCE 1890

WHAT IS NAIFA?

NAIFA is The National Association of Insurance and Financial Advisors

VISION STATEMENT

The National Association of Insurance and Financial Advisors protects and promotes the critical role of insurance in a sound financial plan and the essential role provided by our professional agents and advisors.



MISSION STATEMENT

The mission of the National Association of Insurance and Financial Advisors is to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote the ethical conduct of our members.



WHY IS NAIFA IMPORTANT TO ME?

NAIFA members are committed to your future!



MEMBERS OF NAIFA:

- ▲ Have made a commitment to be informed about the legislative environment and its impact on your financial future.
- ▲ Are part of a grassroots effort to educate legislators and protect your financial future.
- ▲ Adhere to a high standard of business ethics.
- ▲ Continually improve their business and professional skills to help keep up-to-date on industry trends and the best products to meet your needs.



NAIFA MEMBER CODE OF ETHICS

I BELIEVE IT TO BE MY RESPONSIBILITY:

- ▲ To hold my profession in high esteem and strive to enhance its prestige.
- ▲ To fulfill the needs of my clients to the best of my ability.
- ▲ To maintain my clients' confidences.
- ▲ To render exemplary service to my clients and their beneficiaries.
- ▲ To adhere to professional standards of conduct in helping my clients to protect insurable obligations and attain their financial security objectives.
- ▲ To present accurately and honestly all facts essential to my clients' decisions.
- ▲ To perfect my skills and increase my knowledge through continuing education.
- ▲ To conduct my business in such a way that my example might help raise the professional standards of those in my profession.
- ▲ To keep informed with respect to applicable laws and regulations and to observe them in the practice of my profession.
- ▲ To cooperate with others whose services are constructively related to meeting the needs of my clients.

