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## **NAIFA Members at Work: Building Financial Security for All**

NAIFA members are dedicated financial professionals helping American individuals, families, and businesses build financial security and protect their dreams. The road to achieving financial security can be challenging to navigate and is becoming increasingly complex. For well over a century, thousands of dedicated financial professionals have helped individuals, families and businesses reduce risks and protect assets, fund major expenses like college, long-term care and retirement, plan their estates, provide workplace benefits and group insurance, and reach their financial goals.

NAIFA members in every state and every congressional district provide customized individual attention to help clients find financial solutions. We are highly trained professionals, and many of us have earned designations, certifications, and advanced degrees. All are licensed in our states to sell insurance, and many of us are licensed to sell securities. We agree to abide by a Code of Ethics requiring us to put our clients' interests first.

Our goal is to identify individual needs and solve problems, educate consumers about risks and coverage options, and provide sound financial guidance. Our services add immeasurable value in the form of peace of mind, promises kept, and dreams fulfilled.

### **NAIFA Position**

Advocacy is a primary mission of our non-partisan organization. We are eager to assist in the development of polices, laws and regulations that promote financial literacy, ensure access and choices for consumers, and help all Americans achieve financial security with the assistance of fairly compensated financial professionals. We support initiatives to:

- Maintain access to affordable insurance and investment products for American families and businesses from dedicated financial professionals.
  - Encourage Americans to plan for financial and retirement security for themselves, their families and their workers.
  - Educate future savers and leaders to achieve financial literacy, so each generation can build a stronger financial legacy.
  - Prepare Americans for life's uncertainty with risk protection products.
  - Support employers' robust workplace benefits.
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