



**NATIONAL ASSOCIATION OF
INSURANCE AND FINANCIAL ADVISORS OF KANSAS**

Senate Financial Institutions and Insurance Committee
January 24, 2013

NAIFA Kansas
Presented by Scott Colby, CLU/ChFC

Mr Chairman,

Thank you for the opportunity to speak with you this morning about the National Association of Insurance and Financial Advisors (NAIFA).

Founded in 1890, The National Association of Insurance and Financial Advisors (NAIFA) now represents the interest of about 40,000 insurance professionals from every state and every US Congressional district. NAIFA members assist consumers by focusing their business and sales practices on life insurance, annuities, health insurance, employee benefits, home and auto insurance, and investment and financial advising.

NAIFA's mission, as a professional association, is to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote the ethical conduct of its members. NAIFA maintains long-term relationships with legislative and regulatory organizations you, as legislators, know well:

The National Association of Insurance Commissioners--NAIC The National Conference of Insurance Legislators--NCOIL The National Conference of State Legislatures--NCSL The National Conference of Commissioners on Uniform State Laws--NCCUSL.

NAIFA's approach to political advocacy on legislative and regulatory issues mobilizes three resources:

- 1) Professional lobbyists at state and federal levels of government.
- 2) A political action committee, The Insurance and Political Advisors PAC (IFAPAC). Our political action committee is one of the largest in the insurance industry and ranks among the top percent of the 4,600 PACs registered with the Federal Election Commission. During the 2012 election cycle, IFAPAC distributed \$1,600,000 to more than 300 US House and US Senate candidates and other political committees.
- 3) Grassroots constituent lobbyists or citizen activists. NAIFA has a member constituent in every Federal Congressional District and every state legislative district in the United States. Each of our member constituents is a voter, a taxpayer, and a job creator.

NAIFA professionals serve clients in their hometowns across the country.

We provide services and advice to people who lack the resources or desire to work with investment banks, wealth management firms, or fee based financial planners. Nearly 60% of our clients earn \$100,000 a year or less, according to research by LIMRA International, Inc. Our clients are school teachers, office workers, and small business owners and other middle-income Americans who turn to agents and advisors to purchase insurance, annuities, mutual funds, and retirement products. NAIFA members still meet face to face with their clients and speak with them on the phone. Relationships are our business. Many NAIFA advisors have served the same clients for decades or even across multiple generations with families. We are from Main Street America and we serve Main Street America.

Thank you for the opportunity to speak with you today.