

Code of Ethics

Preamble: Those engaged in offering insurance and other related financial services occupy the unique position of liaison between the purchasers and the suppliers of insurance and closely related financial products. Inherent in this role is the combination of professional duty to the client and to the company as well. Ethical balance is required to avoid any conflict between these two obligations. Therefore,

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.

Adopted April 1986, NAIFA Board of Trustees

NAIFA - ND
Box 5010
Bismarck, ND 58502-5010



What can NAIFA do for you that you cannot do for yourself?



NATIONAL ASSOCIATION OF INSURANCE & FINANCIAL ADVISORS OF NORTH DAKOTA

PO Box 5010
BISMARCK, ND 58502-5010
PHONE: 701.258.9525
FAX: 701.222.0103
EMAIL: INFO@NAIFA-ND.ORG
WEB: WWW.NAIFA-ND.ORG

WELCOME

WHAT HAS NAIFA-ND DONE.....

We take this opportunity to invite you to become a member of the National Association of Insurance and Financial Advisors of North Dakota.

The mission of NAIFA-ND is to advocate for a positive legislative and regulatory environment, enhance the business and professional skills, promote the ethical conduct of our members, and provide leadership and support to our local associations.

Through these contacts we are able to voice our concerns and provide input to uphold our mission.

As a member, your benefits include:

NATIONAL LEVEL

- Attorneys on Staff
- Lobbyists
- Magazine subscription
- Monitoring of bills
- Political Involvement Committee
- Professional Programs and a virtual library

STATE LEVEL

- State Lobbyist
- Monitoring of bills
- Meet National Senators and Congressman
- State Convention

LOCAL LEVEL

- Continuing Education
- Awards Banquet
- Networking with attorneys, peers, etc.
- Sales Ideas

1. Successfully lobbied to provide a \$250 tax credit on the ND1 (short) Tax Form for every individual who pays at least a \$250 premium on a Partnership Qualified Long Term Care insurance plan purchased after January 1, 2007.
2. Opposed efforts to prohibit the use of credit scores in connection with the underwriting of insurance involving consumers. Insurance credit scores have been shown to significantly improve pricing accuracy when combined with other rating variables in predicting risk.
3. Supported strict regulation on Stranger Originated Life Insurance (STOLI).
4. Opposed legislation that would have mandated that anticipated loss ratios for health insurance plans be disclosed to the consumer at the initial application.
5. Opposed legislation that would have limited the Insurance Department's ability to do a complete and accurate rate review for mutual companies offering accident and health insurance.

YOU NEED TO GET INVOLVED NOW!

Do you think the Government is looking for new ways to generate taxes?

Congress has adopted Pay-Go rules for all spending. This means that if a Representative or Senator wishes to sponsor a spending bill he must find off-setting revenue to pay for it. (Pay as you go.)

The products that we offer to our clients constitute 35% of all untaxed potential revenue according to the Office of Management and Budget.

The promises we have made to our clients as to tax advantages of our products need to be kept, and they are at risk. Congress is looking hard NOW as they need to raise revenue and not raise income taxes.

NAIFA supports continued tax incentives for all types of insurance products. Insurance risk based products serve as the foundation for all personal and business financial security plans. Cutting back these tax incentives would threaten future financial security for many individuals, while at the same time it would rob the country of a major source of investment capital.

Healthcare Reform: NAIFA is working to preserve the employer-based delivery system that provides security for over 160 million Americans and expand affordable coverage without resorting to new public programs.

Regulatory Reform: NAIFA supports insurance regulatory reform and modernization that helps American families and businesses achieve financial security.

WE ARE UNDER ATTACK!