

FINANCIAL PLANNING ASSOCIATION



TAKE 5

DECEMBER 2017

Maximize Your Online Visibility and Awareness with FPA PlannerSearch®

In today's ultra-competitive digital world, appearing at the top of Google searches is paramount for anyone wanting to attract new business. FPA PlannerSearch® will help make you more visible when consumers search for financial planners in your area or by your name. If you're already listed, be sure to keep your information current to maximize the power of your profile. Not yet part of it? Learnmore about FPA PlannerSearch® today! You can also opt-in for the benefit by simply emailing the FPA Member Engagement Team at MemberServices@OneFPA.org.

Fully Realize the Power of Your FPA Membership

Enhance your expertise in financial planning through your FPA membership. Whether you want to learn more about <u>crypto currencies</u> on FPA Connect or engage in an interactive <u>Journal in the Round</u> discussion with thought leaders on the future of financial planning, you can count on FPA to help you hone your expertise. FPA is your one stop shop to discovering all you need to know about financial planning and offers a variety of platforms including communities, publications, conferences and online learning to do it. <u>Learn more</u> about FPA and how we can help you!

Register Now for FPA Retreat 2018 in Phoenix April 23-26

Join the top thinkers, thought leaders and change makers in financial planning at FPA Retreat, a genuinely unique event experience. At Retreat, which will be held April 23-26 at The Wigwam in Arizona, the spirit of friendly discourse, a shared commitment to improvement and a structure without formal boundaries creates an unmatched environment for learning, inspiration and making connections that last a lifetime. Early bird registration is now available at FPARetreat.org.

Free Self-Study CFP® CE Credit Available Through the *Journal of Financial Planning*

Did you know that each issue of the *Journal of Financial Planning* comes with an opportunity to get CE credit toward your CFP® CE requirements? It's easy. Simply read the *Journal*, then go to the <u>available exam list</u> to take the quiz. Quizzes are free for FPA members and cover a range of related topic areas, including retirement savings and income planning, general financial planning, risk management and insurance, professional conduct and regulation, investment planning and more. Don't miss an opportunity to accrue the CE credits you need with content that actually moves the needle!

This Holiday Season, Let's Support Service Members and Their Families

Zeiders Enterprises, Inc. has openings for financial professionals with experience and knowledge about life in the military. You may be able to help Service members and their families utilize financial tools that will help them make wise decisions while they serve our country. Your experience related to military service can help build the encouragement they need to succeed. To participate, go to www.zeiders.com and search for "Personal Financial Counselor" openings.

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Through FPA's *Member-Get-a-Member Program*, your referrals help the association grow, while you and those you refer save on membership dues. The more you refer, the more you save. Visit the <u>FPA website now</u> to learn how to double your rewards when you refer a member by December 31, 2017.

Attention FPA Chapter Leaders: