About Us

The National Association of Personal Financial Advisors (NAPFA) is the country's leading professional association of Fee-Only financial advisors—highly trained professionals who are committed to working in the best interests of those they serve. Our rich history began in 1983 when a group of advisors simply wanted to serve their clients without muddling the relationship with commissions. Since then we have developed high standards in the field and each advisor must sign and renew a Fiduciary Oath yearly and subscribe to our Code of Ethics. It's all a part of the mission of NAPFA. The association provides support and education for more than 4,600 practitioners all over the country and is governed by the NAPFA Board of Directors and supported by our four Region Boards.

NAPFA members live by three important values:

- To be the beacon for independent, objective financial advice for individuals and families.
- To be the champion of financial services delivered in the public interest.
- To be the standard bearer for the emerging profession of financial planning.

Learn more about NAPFA's history and initiatives:

- NAPFA History
- Strategic Initiatives
- Governance and Fiscal Information
- Key Policy Issues