



## What is the FPA?

The Financial Planning Association (FPA) is the professional organization for the financial planning community. The FPA is founded on four [Core Values](#) - Competence, Integrity, Relationships and Stewardship. We attract members who share our Core Values.

The FPA's primary aim is to be the community that fosters the value of financial planning and advances the financial planning profession. The FPA welcomes all professionals who help advance the financial planning process and promote the CFP® mark as the cornerstone of the financial planning profession.

The CFP® certification offers the public a consistent and credible symbol of professional competence in financial planning. The FPA benefits the public by helping to ensure that financial planning is delivered through competent, ethical financial planners.

Members of the FPA are dedicated to helping people make wise financial decisions. The FPA believes that CFP® professionals are best suited to provide the objective advice needed to make smart financial choices.

FPA is committed to improving and enhancing the professional lives and capabilities of our members. We offer a variety of programs and services to that end.

### **Who are FPA Members?**

Members include individual CFP® professionals, large financial services firms and their employees, attorneys, accountants, charitable giving specialists, insurance agents, stockbrokers, estate planners, mortgage professionals, and others who champion the financial planning process. They bring a diversity of backgrounds and experiences to the profession, gathering in 100 chapters and having colleagues in 32 countries.

The FPA's Corporate Members include corporations and other entities that provide products and services offered to or through financial advisers.

#### ABOUT THE FPA OF IOWA

*The Financial Planning Association of Iowa (FPA of Iowa) is a not for profit professional association that fosters the value of financial planning and advances the financial planning profession. The FPA of Iowa consists of more than 180 members from all around Iowa.*