

# Who We Are

## Our Core Member

Our Core Member is a  
CERTIFIED FINANCIAL PLANNER™.

## Our Value Proposition

As a CERTIFIED FINANCIAL PLANNER™, FPA is your partner in planning by helping you realize your vision of success with practice support, learning, advocacy, and networking.

**FPA**

## Our Core Values

- We lead with power and purpose.
- We are passionate about our calling.
- We strive for personal and professional excellence.
- We connect for collaborative impact.
- We care for and support each other.

## Our Core Policy

The CERTIFIED FINANCIAL PLANNER™ certification and the standards it represents constitute the foundation of the financial planning profession.

**Your Partner in Planning™**