

Members of the National Association of Personal Financial Advisors (NAPFA) are often sought after by members of the media to contribute to their reporting on news stories relating to the financial services industry. Some recent appearances about NAPFA include:

The Christian Science Monitor – Financial Q&A

Question: Articles on financial matters frequently suggest that fee-only financial advisers are a sensible way for people who are not experts in the field to get unbiased advice. But finding a fee-only adviser has proven to be quite challenging. Are there directories for such people or other ways you can suggest for locating them?

Answer: Look no further than your yellow pages, under 'financial planners.' Those who offer their services for a fee are typically only too happy to let people know, in order to set themselves apart from planners who collect commissions or fees on products that you buy if they recommend them.

If you're up to a little extra effort, log onto www.napfa.org. This is the website for the National Association of Personal Financial Advisors, which is the trade association for planners who charge only fees. Once at the site, you can enter your zip code - along with some personal data that they say they won't share with anyone else - and it will kick back contact information on fee-only planners as far as 200 miles from your home. In a helpful fashion, the website offers tidbits on the background of the planners, and their specialties.

Washington Post

"The reason is that many, if not most, financial advisers are paid commissions by mutual fund and financial services companies. Often, investors aren't told of cheaper, sometimes better, alternatives. To find a planner who is paid only by a flat fee and can offer conflict-free advice, go to the Web site of the National Association of Personal Financial Advisors, www.napfa.org."

Kiplinger's Personal Finance

Jump Start Your Retirement Plan

"Will you be able to afford the retirement you want? Regardless of your age, if your savings are lagging, now's a perfect time to get things on track. Here's your chance to sit down with a real pro for help. Once again, *Kiplinger's Personal Finance* is joining forces with the National Association of Personal Financial Advisors (NAPFA) to sponsor *Kiplinger's Jump-Start Your Retirement Plan Days.*"
