**FOR IMMEDIATE RELEASE**
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**NAPFA Announces Exclusive Partnership with FP Transitions**

*NAPFA selects FP Transitions to build the profession's first custom continuity partner matching program for Fee-Only planners.*

**CHICAGO, IL** – August 29, 2022— The National Association of Personal Financial Advisors (NAPFA) has announced a partnership with FP Transitions, renowned financial services consulting firm dedicated to the advancement and sustainability of the wealth management industry. Harnessing decades of succession, transition and growth consulting expertise, FP Transitions transforms practices into thriving businesses that allow a smooth transition of ownership, increased firm value and an optimal client experience.

With Cerulli predicting more than 26,000 advisors planning to retire by 2030 do not have any succession plan in place, and many more advisors lacking a written and executable succession plan, NAPFA tapped FP Transitions to build a unique program allowing Fee-Only financial planners to prepare for- and enter-retirement confidently. While many advisors have intentions on creating a succession plan, factors such as time, inability to locate viable successors, or confusion on how to properly structure and execute succession plans has cast a looming shadow over the future of the industry.

To protect and fortify the independent, Fee-Only financial planning profession, FP Transitions has created a custom NAPFA Equity Management Solutions® program. Members within the program will receive an annual comprehensive valuation report (CVR), annual continuity plan with regular updates, priority access to practices for sale coupled with unlimited inquiries, and immediate access to first-ever community-based continuity matching program exclusively designed for NAPFA members.

"We are excited to offer this new opportunity to our members," says Geoffrey Brown, CAE, NAPFA CEO. "This partnership with FP Transitions aligns with NAPFA's mission to grow the Fee-Only financial planning community and bring best in class practice management benefits to the member audience. It will allow NAPFA members to have a secure plan in place for their businesses, and most importantly, for their clients."

Affirming NAPFA's decision to offer industry-shaping benefits that ensure sustainability across the profession, FP Transitions' Director of EMS™ Marcus Hagood, shares, "Fee-Only planners are in direct alignment with their client's best interests, acting as fiduciaries prior to any legal requirement being put in place. As such, NAPFA members represent some of the earliest adopters of true continuity and succession planning strategies, putting client outcomes and relationships at the center of their business. Through this partnership, our organizations are not only bolstering the largest growing segment of the wealth management industry, but also empowering advisors with education, strategies, and solutions that ensure clients are cared for by someone who shares their values and understands their needs."

Current and prospective NAPFA members can learn more about this program by visiting www.FPTransitions.com/NAPFA. FP Transitions will extend regular office hours to NAPFA members by request, as well as provide free, one-on-one consulting to NAPFA members at the upcoming NAPFA Fall Conference taking place in Denver, Colorado on October 20-22, 2022.

**About NAPFA**

Since 1983, the National Association of Personal Financial Advisors has provided Fee-Only financial advisors across the country with some of the highest standards possible for professional competency, comprehensive financial planning, and Fee-Only compensation. With more than 4,400 members across the country, NAPFA is the leading professional association in the United States dedicated to the advancement of Fee-Only financial planning. Learn more at www.napfa.org.

**About FP Transitions**

FP Transitions pioneered Succession Planning for financial advisors and continues to fundamentally transform how independent wealth management businesses evolve into sustainable enterprises. Leveraging benchmarking data from thousands of certified business valuations and backed by a team of more than 60 professionals, FP Transitions delivers intelligent insights that enable multi-generational growth. Learn more at www.FPTransitions.com.

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