



# LinkedIn Guidelines

## NFP Positioning

Take the following steps to accurately align all LinkedIn pages with approved NFP positioning:

- Remove all references to “National Financial Partners” or “National Financial Partners Corp.”
- Refer to the company as “NFP” in all copy and use “NFP Corp.” only in legal disclaimers and legal documents.
- Ensure your personal profile connects to the main NFP LinkedIn page: [www.linkedin.com/company/wearenfp](http://www.linkedin.com/company/wearenfp).

## NFP Description for Personal LinkedIn Pages

Use the following text to describe NFP on your personal LinkedIn page:

- NFP is a leading insurance broker and consultant that provides employee benefits, property & casualty, retirement, and individual insurance and wealth management solutions through our licensed subsidiaries and affiliates. Our expertise is matched only by our personal commitment to each client’s goals.

## NFP Description for Office LinkedIn Pages

Use the following text to describe NFP on your office LinkedIn page:

At NFP Corp., our solutions and expertise are matched only by our personal commitment to each client's goals. We're a leading insurance broker and consultant that provides employee benefits, property & casualty, retirement and individual private client solutions through our licensed subsidiaries and affiliates.

NFP has more than 3,400 employees and global capabilities. Our expansive reach gives us access to highly rated insurers, vendors and financial institutions in the industry, while our locally based employees tailor each solution to meet our clients' needs. We've become one of the largest insurance brokerage, consulting and wealth management firms by building enduring relationships with our clients and helping them realize their goals.

For more information, visit [NFP.com](http://NFP.com).

Any information regarding insurance coverage contained herein is intended only to provide you with a brief overview, not a comprehensive list of policy exclusions, limitations and conditions. The insurance policy issued will contain the specific terms, conditions, and exclusions of the coverage. Please read the entire policy carefully, including all endorsements. NFP and its subsidiaries or affiliates are not responsible for decisions or actions of any insurance company or intermediary, including those related to rating or pricing practices, coverage interpretations, post-policy audits, claims handling, or otherwise.

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