

## Financial Planning Association and Veralytic Announce Strategic Alliance to Provide more Access to Key Research

**January 9, 2013, Tampa, FL** and Denver, CO -- [Veralytic](#) and the [Financial Planning Association](#)<sup>®</sup> (FPA<sup>®</sup>) announced today an agreement to license Veralytic's life insurance pricing and performance research at discounted prices for FPA members. Veralytic is the only patented, objective and transparent evaluation of suitability of life insurance making it a perfect addition to FPA's Practitioners Resource Guide, a robust directory of solutions and benefits to help FPA members move their businesses forward.

Veralytic goes beyond simply comparing illustrations of hypothetical policy values that can be considered "misleading" and "inappropriate" by both financial and insurance industry authorities. The Veralytic Research consists of several measures of policy suitability in an easy-to-read graphical overview, summarized by a simple star rating system that measures against five different categories of policy performance. The validity and utility of the research has been recognized by national industry publications as well as regulatory and oversight agencies.

"Life insurance is an integral component of financial planning, yet it is often the **last, largest and most neglected asset in their financial plans**" said Barry D. Flagg, CFP<sup>®</sup>, CLU, ChFC - Veralytic's Founder/Inventor and President. "Veralytic helps planners reduce costs and risk, improve consistency and document due diligence processes against possible lawsuits and regulatory requirements," added Flagg. "We are excited to bring Veralytic research to FPA members so they can now manage life insurance as an asset like any other."

"FPA is pleased to offer our members access to Veralytic's services so that they can better integrate life insurance into the financial planning process for clients," said FPA's Executive Director and CEO Lauren M. Schadle, CAE. "We also believe that solutions like Veralytic's can only help our members run more efficient and productive practices while fulfilling their responsibility as fiduciaries."

FPA members can sign up for a discounted monthly subscription for unlimited reports at <http://www.fpanet.org/professionals/Membership/DiscountInsurancePrograms/GrowPractice/>

# # #

### About Veralytic

Veralytic provides objective, innovative research solutions to help customers sell faster, reduce costs and risk, improve consistency, and document due diligence processes against possible lawsuits and regulatory requirements. Veralytic research reports are based upon a patented "five star" rating system that benchmarks for suitability against a growing database of thousands of life insurance products and hundreds of life insurance companies. Veralytic research has been trusted by fiduciaries across the United States representing billions in managed life insurance policies and assets. For more information about Veralytic, visit [www.veralytic.com](http://www.veralytic.com) or call 888-908-8242

### About Financial Planning Association

The Financial Planning Association<sup>®</sup> (FPA<sup>®</sup>) is the largest membership organization for personal financial planning experts in the U.S. and includes professionals from all backgrounds and business models. FPA members adhere to the highest standards of professional competence, ethical conduct and clear, complete disclosure to those they serve. Based in Denver, Colo., FPA works in alliance with academic leaders, legislative and regulatory bodies, financial services firms and consumer interest organizations. For more information about FPA, visit [www.FPAnet.org](http://www.FPAnet.org) or call 800.322.4237.