

Our Mission

Building the Leaders Who Build the Financial Services Industry

Our Value Proposition

GAMA International is committed to providing its members with world-class education and training Resources, to providing a neutral venue where our members can Network with peer professionals, to providing certified Awards to members who achieve standards of excellence in distribution management, to expanding opportunities for professional growth through industry Leadership roles, and to conducting world-class, practitioner-based Research on the art and science of distribution management.

Our Anti-Proselytizing Position

GAMA International opposes the practice of proselytizing to build agencies or firms for the following reasons:

- **Development.** Proselytizing financially penalizes those organizations that invest in new producer acquisition and development.
- **Critical Mass.** Proselytizing shrinks and diminishes our industry.
- **Professionalism.** Proselytizing encourages colleagues to function as competitors, damaging efforts to build and develop the industry through the sharing of best practices.
- **Market Impact.** Proselytizing distracts us from addressing ignorance and apathy in the marketplace as we invest time and energy in cannibalizing each other's resources.
- **Consumer Impact.** Proselytizing leads to the replacement of existing business that is generally not in the best interest of the consumer.
- **Financial Results.** There is no evidence that buying distribution is less expensive than growing it.

Growth Through Proselytizing Is Destructive to Our Industry. There are no short-term answers to long-term success.