



Your Growth. Our Business.

First Allied Advisors Earn Highest Average Production Distinction*

At First Allied, the game plan is simple: we're here to help you grow your business your way. We offer a wide range of solutions to help take your business to the next level: high-net-worth lead generation programs, a suite of differentiated products, integrated wealth management solutions and access to subject matter experts that will help take you – and your business – to new heights.

First Allied is committed to maintaining an environment that serves and nurtures select advisors who want to increase the productivity, size and profitability of their individual businesses. We are dedicated to helping independent advisors achieve their individual goals. By investing in key areas such as integrated wealth management solutions and a top-rated education platform, our advisors now earn the highest average production of all independent broker/dealers in the country.*

Five Reasons, One Result

1. Wealth Management Solutions: Access to differentiated integrated true wealth management solutions that address the needs and desires of high-net-worth clients. Designed to provide a seamless and streamlined approach to conducting fee-based business, our

integrated Guided Portfolio Solutions (GPS) platform tailors client plans in a consistent manner across all investment products. GPS leverages world-class strategies and models and allows a significant degree of customization at both the product and client levels.

2. High-Net-Worth Prospects: Access to high-net-worth qualified leads such as doctors, dentists and other business professionals. After years of fine-tuning the art of creating seminars and presentations, First Allied has developed a comprehensive system that utilizes prospecting tools designed to put you in front of qualified leads. From seminar programs to direct mail, referral tools and event templates, our advisors not only have access to the system, but also to its developers, who will work with you one-on-one to implement the program.

3. Subject Matter Expertise: Access to industry leading point-of-sale subject matter experts to assist in person, via phone or video conference up to and including the close of the sale. A deep roster of experienced professionals is available to craft custom client solutions and even participate in client meetings. Consider what unfettered access to specialists in the areas of as-

set management, retirement planning, insurance, alternative investments, annuities and more would mean to your ability to assist your clients.

4. Fee-Based Solutions: Access to a state-of-the-art platform built and administered by some of the industry leaders in advisory products and advisor profitability. If you already own your own RIA, your ability to combine fee-based and commission-based business will set you apart from your peers. If you select the hybrid model, you are partnering with a firm that understands the nuances of this diverse strategy and can offer you an integrated platform that will satisfy the full scope of your business requirements.

5. Training: Access to innovative training programs and professional coaches that lead to certified wealth management designations. The Certified Wealth Strategist® program provides advisors with an additional level of knowledge to both competently and confidently serve their clients.

Successful financial advisors join First Allied because we invest financially in their personal growth. Contact our business development specialists and start growing your business today!

* Investment Advisor magazine 2010 (Avg. annual gross per advisor data as of 4/2010 provided by broker/dealer)