



# At Independent Financial Group, you are a name, not a number.

Exceptional customer service takes on an entirely new meaning.

**I**ndependent Financial Group (IFG), a San Diego-based broker-dealer, was founded in March of 2003 on the premise that among the increasingly growing number of independent broker-dealers, bigger isn't always better. Recognizing a growing dissatisfaction with the increased focus on size, profitability per office and proprietary products and services, IFG realized there was an opportunity to provide personalized service and true independence to the marketplace. IFG is committed to providing independent financial advisors with personalized customer service, ongoing training, access to competitive technology and industry resources through a more personal, relationship oriented approach to back-office support.

In today's fast-paced, computer driven business world, when it comes to serving representatives, call centers have become the rule and one-to-one relationship the exception. At Independent Financial Group, you are a name, not a number. Exceptional customer service takes on an entirely new meaning. When you pick up the phone, your call will be answered by a staff member who is not only capable to provid-

ing you with the answers you need to effectively run your practice, but by someone who is genuinely interested in the success of your business.

Our team of experienced professionals are dedicated to building long-term relationships with advisors, their staff and their families. This effort comes from the top-down. Senior management has set the precedent by taking the time to learn about our clients' individual business and their personal well being. Quality of life is a top priority at IFG and is embedded in our culture. Advisors are encouraged to bring their families to our top producer's and annual meeting where they are incorporated into the agenda. This creates an opportunity for our staff and clients to develop deeper, friendlier bonds.

Ongoing training is imperative in the ever-changing marketplace. Our quarterly training and Asset Management meetings in addition to our National and Top Producer Conferences provide IFG representatives with a forum in which they are encouraged to learn about current operations and compliance related issues, meet with numerous product sponsors as well as participate in breakout sessions and

workshops discussing industry trends today. In doing so, we are better equipped to fulfill our mission-

"To supply our representatives with the products and services they will need to order to provide their clients the utmost in investment opportunity, guidance and planning."

In an effort to provide our advisors and with a diverse range of products and investment strategies to better serve their clients and build their business the way they see fit, Independent Financial Group commits significant resources to due diligence. Whether reviewing a third party money manager, a packaged product offering or an oil and gas program, we understand that you rely on us to help you bring the best, unbiased solutions to your clients.

Our promise is simple – outstanding service, continuing education and access to the tools and resources to help you maintain your competitive edge. Most importantly, Independent Financial Group is a place that celebrates quality of life. Be it your practice or your family, we want to contribute to helping you reach your full potential.

**This is the force that drives us- not to be the biggest, but to be the best.**

