

# MultiFinancial™



## Your Business, Your Way. It's That Simple.

### It's Not About Us

While you have a choice of broker-dealers that follow an independent model, partnering your practice with them often means following their vision of independence—they've decided what works and, hopefully, that will work for you. But following anyone else's vision of independence is, by definition, not independence.

At Multi-Financial, we respect that you are the best person to make decisions about how to run your business. We also know that there is a world of difference between simply supporting a financial professional who is independent, and supporting a financial professional's independence. Understanding that you are a successful entrepreneur, we deliver an independent working environment in which you run your business the way you want. We don't tell you what path to take or make—we help you pave your own through our expertise and industry insight driven by our culture of due diligence and risk management that has kept us on the leading edge of the industry for well over a quarter century.

### Founded on Personal Connections

Cultivating trust and maintaining open communications are key components in this business. Personal connections make a difference, and that's why all of our services and support make it easier for you to deepen your relationships with your clients. It's also why every member of our executive team is easily accessible to make your needs a priority. Just as you foster committed partnerships with your clients, we take the same care to develop a strong relationship with you. We get to know you by name and your business by heart.

Some of the most important relationships you will form here at Multi-Financial are those with the extremely collaborative financial professionals who comprise the Multi-Financial community. They're one of the greatest resources we offer, and we make sure you have plenty of opportunities to network with them and draw on their experiences while sharing yours.

### The Best of Both Firms

At Multi-Financial, you get the

economies of scale of a big firm and the personalized service of a smaller one. We can deliver both because we are both. As part of Cetera Financial Group, one of the largest broker-dealer networks in the country, we have the financial strength, technological infrastructure, market insight and intellectual capital to operate at critical efficiencies the way only a very large firm can. At the same time, we have the boutique feel of a small broker-dealer, delivering personalized services that give you the wealth management solutions and support you need to forge deeper relationships with your clients. And if it sounds like we're a firm that's "in between," we're anything but. We're not a little bit large and a little bit small. We're fully the best of both. We've never staked a claim on middle ground, and won't when it comes to our support for your business: we help you run your business your way.

The Multi-Financial difference is that simple, and yet that hard to duplicate—which is why there's no other broker-dealer like us.