Royal Alliance

With Royal Alliance, You've Arrived

For nearly half a century, Royal Alliance has catered to the entrepreneurial advisor driven to build a superior financial practice. When you join us, you join a dynamic group of peers who share your drive and understand your challenges. You join a roster of highly successful practice owners who are among the most sophisticated and savvy in the business. And you join a broker-dealer with the resources, capital and experience of one of America's largest networks of independent advisors.

We are passionate about helping advisors reach their highest potential.

Whether you are a veteran entrepreneur ready to take your thriving business to the next level, or a top performer seeking the empowerment of independence, you deserve a broker-dealer experienced in supporting and rewarding advisors who may achieve at the highest levels. At Royal Alliance, we offer you the exceptional service, technologies and solutions designed to help you attain your vision for greater success. All while allowing you to maintain the flexibility and autonomy you desire and deserve.

Discover the rewards of affiliation.

At Royal Alliance, our highest mandate is supporting whatever type of broker-dealer relationship you prefer, while respecting and empowering your independence. We do so by offering you a selection of affiliation options. We do so by maintaining a flexible, open-architecture platform that enhances your own way of working. We do so by giving you access to technology that anticipates your needs, evolves with the times and helps keep you ahead of the pack. And we do so by maintaining an open-door policy at every level of our organization, so your voice can impact the direction of our business.

Benefit from comprehensive, expert support for fee-based asset management.

If you have an existing Registered Investment Advisor practice, or if you are considering a move from commissions to a fee-based structure, our Investment Advisory Services (IAS) may help you excel in all aspects of your endeavor. Our third-party money managers are strategic partners truly aligned with your goals as an advisor, and will provide you with the marketing, consultation and research support you need.

It all begins with a smooth and successful transition.

Royal Alliance takes every measure to ensure the most seamless transition possible, with an absolute minimum interruption to your practice and client base. We have helped thousands of advisors successfully arrive with us, using a comfortable, sound transition process. A dedicated affiliation manager will serve as your liaison to all areas of our broker-dealer, working with our expert transition team to guide you through the successful completion of your move.

Are you ready to arrive?

If you are a successful advisor driven to pursue even greater goals...if you are ready for a broker-dealer relationship unencumbered by barriers to your future growth...if you are seeking genuine autonomy, fueled by the support of a partner who is experienced in meeting the sophisticated needs of accomplished financial advisors, you are ready to arrive with Royal Alliance. To get started, or for more information, please contact us at 866.849.7673.

Member FINRA/SIPC and SEC Registered Investment Advisor