first allied
AN ADVANCED EQUITIES COMPANY

Access Is Key: Let Us Open Doors For You

First Allied not only provides a strong base of support with a wide array of standard products and services, we also offer a variety of business models, differentiated products, and access to subject matter expertise. We provide comprehensive marketing and sales support—from lead generation to client acquisition—and strategic business consulting to help you pull it all together. First Allied puts you in a position to become the wealth manager your clients can look to for end-to-end solutions that meet their diverse needs.

Choose the Business Model That Best Suits Your Practice

Few independent broker/dealers are able to offer you as complete a set of choices as First Allied. Select from brokerage, fee-based and hybrid business models. If you already own your own RIA, your ability to combine fee-based and commission-based business sets 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.

We work with Pershing Advisor Solutions, which offers the groundbreaking NetX360™—a platform for investment professionals and RIAs that provides the tools needed to manage clients' accounts, deliver first-rate service, and develop new sales and revenue opportunities. Imagine all of your needs provided in a timely, accurate manner on a straight-through processing system with a flexible, open architecture that seamlessly integrates with your office environment.

Enjoy an Integrated Wealth Management Platform

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.

GPS allows you to compete head-to-head with advisors from the largest wirehouses by providing the quality and consistency that discerning investors have come to demand. More importantly, you will benefit from the differentiation afforded by world-class, tactical asset allocation models not available to any other distribution channel.

Access Exclusive, Differentiated Products

Our differentiated product suite provides a competitive advantage based on both exclusivity and quality. Learn more about our proprietary asset management products, wealth management programs and our robust alternative investment offerings. This includes access to high-quality, late-stage venture capital offerings in companies marketing disruptive technologies in the high-tech, life sciences and alternative energy industries. These investment opportunities are highly attractive to high-net-worth and ultra-high-net-worth clients, affording you the ability to offer qualified investors unique opportunities.

Take Advantage of In-house Subject Matter Expertise

One key to success is access to subject matter specialists whose expertise is often critical to a client's decision-making process. We offer a deep pool of experienced professionals who are available to craft custom client solutions and even participate in client meetings.

Our recent investment in a video conferencing solution allows our experts to meet with you and your clients face to face at your convenience. Consider what unfettered access to experts in the areas of asset management, retirement planning, insurance, alternative investments, annuities and more would mean to your ability to assist your clients.

Freedom of Choice Truly Exists at First Allied

You've made all the right decisions to get you where you are today. Now choose the partner that will help you build the business you want for the future.

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