



CNL®

*CNL Securities Corp.*  
Member FINRA/SIPC

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**Q Describe your firm, its offerings and its mission.**

For nearly 40 years, CNL Financial Group (CNL) has capitalized on underserved real estate markets and become known as a recognized leader in the non-traded real estate investment trust (REIT) space. In keeping with its contrarian heritage, CNL has recently expanded its platform of alternative investments to include a non-traded business development company (BDC).

CNL Securities Corp. (Member FINRA/SIPC), capital raising engine for CNL, connects financial advisors to world-class partners through its exclusive platform approach. CNL Securities Corp. has delivered the widest variety of non-traded REITs in its space and is one of the first to offer a non-traded BDC. Current offerings include three non-traded REITs and one non-traded BDC.

**Q Describe your investment strategy and how it might be unique.**

With nearly four decades of experience, CNL is one of the founders of the non-traded REIT space. CNL has helped grow the industry to where it is today, and is now on the forefront of doing the same for non-traded BDCs.

CNL is one of the first to partner with some of the most prominent investment organizations in the world to deliver a diverse platform of products with unique investment characteristics. The company's investment strategy is based on investing in underserved and undercapitalized investment markets, which has resulted in a history of delivering results for investors.

**Q Describe how your investment products fit into a well-rounded asset allocation strategy.**

CNL Securities Corp. is unique in that it offers a platform of alternatives across a wide range of investment characteristics. Financial advisors can turn to one company and build a portfolio where investment objectives align directly with clients' needs.

Return strategies of CNL Securities Corp. distributed REITs range from income to growth. Additionally, advisors can choose

between products focused on domestic or global investing.

Given these products are non-traded, they are typically best suited for long-term investing. Advisors seeking real estate for clients can utilize one of the platform's many REITs, while those looking for a bond or debt alternative with an income focus may wish to consider the BDC.

**Q How has your firm adapted during the recent economic downturn?**

CNL is recognized industry-wide for its ability to identify underutilized, fragmented sectors and transform them into innovative investment opportunities. With this contrarian mindset and disciplined approach, the company has managed multiple non-traded REITs through recessionary environments and ultimately taken them through their exit strategies, prospering through a variety of economic cycles over the past 40 years. In recent years, CNL has carefully sought out and established relationships with some of the most prominent investment partners in the world to deliver added value to advisors and an even more robust selection of quality products for their clients.

## AT A GLANCE

**Firm name:** CNL Financial Group (parent company to CNL Securities Corp.)

**Principals:** Jim Seneff, Executive Chairman; Bob Bourne, Vice Chairman; Tom Sittima, Chief Executive Officer

**Employees:** 280+

**Location:** Orlando, Florida

**Years in business:** 37+

**Assets under management:** \$6.2 billion as of December 31, 2010

**Minimum investment:** Varies by product offering and/or state. Please consult an investment offering's prospectus for details.