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Q Describe your firm, its offerings and its mission.

DeWaay Financial Network (DFN) is a fast growing independent broker/dealer headquartered in Clive, IA. DFN works with some of the most innovative registered representatives in the industry, who specialize in catering to affluent investors. Founded in 2006 by Don DeWaay, Chairman, DFN is unique in that it maintains an objective viewpoint concerning all securities. Recognizing there are thousands of investment opportunities available to the public. Neither representatives, nor their clients, should feel restricted to traditional marketable securities such as stocks, bonds and mutual funds. Our goal is to offer our representatives and advisers a wide variety of products so they may introduce them to their clients as diversifications tools.

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

DFN provides access to a variety of market alternative investment options, which were traditionally only available to the wealthy elite and institutional investors. DFN commits a large share of its resources to providing in depth Due Diligence review of investment options like few have in the industry. The stringent Due Diligence process on these products determines if each represents a viable opportunity, and continues even after the product is sold, providing current information through the life of the investment. Additionally, DFN offers investment products found only at the DeWaay companies.

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

The variety of products offered by DFN allows investors to choose products that meet their investment objectives most

closely. Investors seeking preferred tax treatment or relief have a number of alternative products available. Real Estate products provide a low correlation option to fit into standard Asset Allocation Strategies. For investors with Asset Allocations focused on Income, many of DFN's offerings provide consistent flows for clients looking for supplemental income.

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

DeWaay Financial Network has looked at the downturn as an opportunity for the firm and clients, which include selling partners and retail clients. The downturn allowed DFN to focus on development processes as well as taking advantage of rare opportunities in the market. At a time when many were on the sideline or slowly re-entering the marketplace, DFN was able to take advantage of significant savings both in the markets as well as numerous other sectors. In addition, DFN continues to build on Due Diligence resources. The firm is more committed today than ever to build offerings which are beneficial to the client and the advisor related to cost, payout and structure.

AT A GLANCE

Firm name: DeWaay Financial Network
Principals: Matt Stahr, President
Employees: 25
Location: Clive, IA
Years in business: 5