# **INDEPENDENT BROKER-DEALER RANKING 2017**

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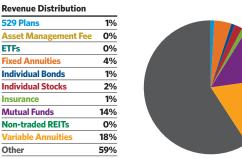


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# 1. LPL Financial



Contact: Steve Pirigyi stephen.pirigyi@lpl.com | 888-250-2420

manish.p.dave@ampf.com | 866-267-4359

3. Raymond James Financial Services

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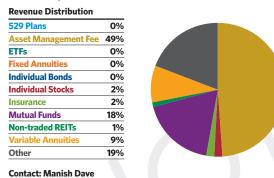
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### 2. Ameriprise Financial



Gross Gross Number of Revenue (\$MM) AUM Revenue Pavout Producing Reps 2016 Per Rep 2016 Percentage 2016 (\$MM) Employees 2016 2016 to Reps 14 377 3.977.4 276 652 86% 1.44211 609 4

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Offers a comprehensive platform of compliance technology and services designed to assist our advisors. Enabled by their scale, their compliance support allows them to be a true business partner to advisors. This allows them to work closely with them and act proactively on their behalf so they can best run their practices.

**Specialization:** Unlocks value for independent advisors by offering the most versatile and only fully integrated platform for the delivery of personal, objective financial advice. They are the only provider with a fully integrated platform for RIA and brokerage business, brokerage and trust assets, and retirement solutions.

Revenue: Commissions, 42%; AUM Fees, 32%; Other, 26%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
7,668	3,945.0	514,473	up to 91%	N/A	N/A

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

**Compliance Support:** Provides field and corporate compliance resources and online compliance snapshots with best practices, product advice and risk reduction tips. Works with regulators and trade groups to support clients and advocate for reasonable solutions. Centrally supervised field reps oversee trades, accounts, advice, OBAs and other activities.

**Specialization:** Provides a broad range of products, services and advisor support with an emphasis on retirement, financial planning and wealth management.

Revenue: Commissions, 32%; AUM Fees, 49%; Other, 19%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
3,827	1,841.2	481,106	up to 90%	1:1.3	248,605.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Offers a dedicated 175-person team of compliance specialists who are committed to supporting financial advisors and focus on fulfilling their mutual regulatory and risk management responsibilities in a way that will ensure the highest level of satisfaction. Each advisor is treated with respect, consideration and a presumption of trust.

**Specialization:** Provides access to resources and expertise to help guide advisors practice and support their choice of specialties, including wealth, retirement and portfolio solutions; alternative investments; mutual fund and equity research; insurance; trusts and estates; charitable giving; asset management; lending services and investment banking. Also provides a 130-person marketing agency supports advisors individual branding, marketing and social media activities.

Revenue: Commissions, 35%; AUM Fees, 49%; Other, 16%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
1,710	1,068.7	624,976	up to 95%	1:2.2	114,420.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

**Compliance Support:** Compliance professionals function as advisors' partners and counselors. They focus on helping achieve goals. This philosophy allows them to deliver the kind of support you needed to remain successful in a dynamic regulatory environment.

Specialization: Offers support for more than 1,7100 independent advisors nationwide in serving their clients as registered reps, investment adviser reps, and RIAs, as well as through hybrid service models. Revenue: Commissions, 26%; AUM Fees, 60%; Other, 14%

Contact: Barry Papa

**Revenue Distribution** 

Asset Management Fee

529 Plans

Insurance

Other

**Mutual Funds** 

**Fixed Annuities** 

Individual Bonds

**Individual Stocks** 

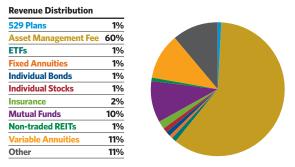
Non-traded REITs

Variable Annuities

**ETFs** 

Barry.Papa@RaymondJames.com | 1-877-291-7195

### 4. Commonwealth Financial Network



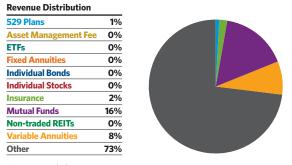
**Contact: Andrew Daniels** 

adaniels@commonwealth.com | 866-462-3638

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#### 5. Northwestern Mutual Investment Services



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
6,456	842.9	130,566	up to 90%	N/A	124,559.4

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

Compliance Support: Offers support for approval of marketing materials, administration of compliance manuals and procedures, complaints and sales practices investigations, administration of errors and omissions insurance, monitoring securities and insurance transactions, administration of privacy and AML programs, and conducting field inspections maintaining books and records. Specialization: Assist clients with identifying and executing goals using a range of insurance and investment solutions, which include wealth and income protection, education, retirement planning, investment advisory services, trust services, private client services, estate planning, and business planning. Products and services include permanent and term life insurances, disability income insurance, long-term care insurances, annuities, trust services, mutual funds, and many more. Revenue: Commissions, 32%; AUM Fees, 59%; Other, 9%

**Contact: Paul Shane** 

paulshane@northwesternmutual.com | 414-665-3931

24%

7%

#### 6. Lincoln Financial Network

#### **Revenue Distribution** 529 Plans 0% **Asset Management Fee** 23% **ETFs** 0% **Fixed Annuities** 2% Individual Bonds 0% **Individual Stocks** 0% 34% Insurance **Mutual Funds** 10% Non-traded REITs 0%

Contact: National Recruiting Team joinlfn@lfg.com | 866-533-3410

### 7. AXA Advisors Revenue Distribution

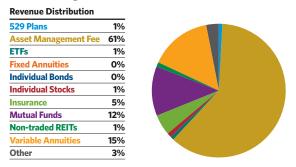
Variable Annuities

Other

529 Plans	0%
Asset Management Fee	22%
ETFs	0%
Fixed Annuities	0%
Individual Bonds	0%
Individual Stocks	0%
Insurance	13%
Mutual Funds	8%
Non-traded REITs	0%
Variable Annuities	51%
Other	6%

Contact: Ana Maria Anderson ana.anderson@axa-equitable.com | 201-743-6385

#### 8. Cambridge Investment Research



Gross Gross Number of AUM Revenue Revenue Payout (\$MM) (\$MM) Producing Percentage Employees Per Rep Reps 2016 2016 2016 2016 to Reps 2016 3,005 711.5 244,238 78,507.5 up to 94% 1:4.2

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Provides common-sense compliance to our rep-advisors by analyzing each individual situation. Dedicated to providing routine guidance and support, prompt advertising review, required training assistance, and portability of client information.

**Specialization:** Dedicated to serving independent financial professionals and our executive leadership has consciously built a legal structure, business plan, and superior management team with the goal of remaining privately owned. Offers a succession plan in place, and will help financial professionals with their business continuity and succession.

Revenue: Commissions, 36%; AUM Fees, 61%; Other, 3%

#### Gross Gross Number of Revenue Revenue Payout AUM Producing Reps 2016 (\$MM) Per Rep 2016 Percentage 2016 Employees (\$MM) 2016 2016 to Reps 8.885 826.3 N/A 52% - 95% 24,335.7 N/A

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** They work with advisors and support them through the review of marketing materials, issue resolution, development and maintenance of privacy policies, creation of client agreements, notification of advisory fees in compliance with custody rules and regulatory filing, and the continuous offering of compliance training and education.

**Specialization:** Offers partnership in an independent relationship with a culture built to support the advice advisors give to clients: estate planning, retirement income, generational wealth, business planning, and investment management. Provides support via integrated AdviceNext technology. Offers a full menu of affiliation and compensation options.

Revenue: Commissions, 72%; AUM Fees, 23%; Other, 5%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
4,722	727.5	154,076	up to 93%	N/A	119,818.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

**Compliance Support:** Provides branch supervision and control teams, centralized supervision and a national compliance office.

Specialization: Offers complete wealth management which include life insurance, annuities, and investment products.

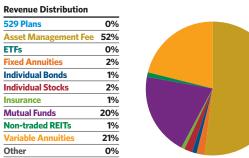
Revenue: Commissions, 72%; AUM Fees, 22%; Other, 6%

Contact: Kyle Selberg kyle.selberg@cir2.com | 800-777-6080 x1163

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# 9. Securities America



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
2,209	535.5	256,824	up to 95%	1:4.0	66,000.0

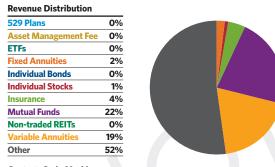
#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Offers paperless onboarding for new advisors, automated communications review tracking system, automated email and trade monitoring for OSJs, assistance for RIAs, knowledge of individual business models for customized service, strong culture of balancing risk manage ment and sales enablement, solutions-oriented approach to addressing regulatory requirements. Specialization: Provides access to resources to help guide advisors practice and support their choice of specialties, including wealth, retirement and portfolio solutions; alternative investments; mutual fund and equity research; insurance; trusts and estates; charitable giving; asset management; lending services and investment banking. Offers a 130-person marketing agency that support advisors individual branding, marketing and social media activities. Revenue: Commissions, 44%; AUM Fees, 47%; Other, 9%

Contact: Gregg Johnson

gjohnson@saionline.com | 800-747-6111 x1002

#### 10. Cetera Advisor Networks



**Contact: Craig Markham** craig.markham@ceteranetworks.com | 310-257-7814

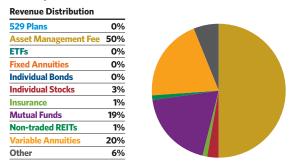
# 11. Waddell & Reed

**Revenue Distribution** 

529 Plans	1%
Asset Management Fee	56%
ETFs	1%
Fixed Annuities	1%
Individual Bonds	1%
Individual Stocks	1%
Insurance	2%
Mutual Funds	26%
Non-traded REITs	0%
Variable Annuities	<b>9</b> %
Other	2%

**Contact: David Call** dcall1@waddell.com | 913-236-3994

### 12. Royal Alliance Associates\*



Contact: Al Grilli agrilli@royalalliance.com | 212-551-5650

#### \*A Member Of Advisor Group

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
2,288	519.5	227,074	91%	1:8.0	73,268.3

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Compliance team partners with the advisors on all aspects of our policies and procedures. Provides advisors with guidance to help them stay out of the regulatory crosshairs. When issues arise, the team works closely with advisors to provide regulators with a clear picture of the circumstance.

Specialization: The firm is strategically positioned to support large groups of advisors, whether it be a "super" OSJ or an informal producer group.

Revenue: Commissions, 47%; AUM Fees, 45%; Other, 8%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
1,780	487.4	279,827	74%	1:3.3	51,728.1

### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

Compliance Support: Offers protection for the advisor's practice, ensures that all applicable FINRA, SEC and state regulations, as well as internal policies, are followed. Field office examiners conduct on-site audits, assist with customer complaints and review custom marketing materials.

Specialization: Offers a flexible and supportive structure that provides advisors, and their clients, the opportunity to optimize their success. Advisors specialize in comprehensive financial planning, built around competitive investment products. Offers an advisor-focused and client-centric culture; a seamless transition; comprehensive rewards; a complete product offering to satisfy complex client needs; a broad spectrum of technology; and the customized support you need to grow your business. Revenue: Commissions, 31%; AUM Fees, 66%; Other, 3%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
1,566	466.8	298,109	92%	1:2.6	60,757.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Staff supports advisors, with additional supervision at the OSJ level. Online advisor compliance tools allow for fast and convenient fulfillment of compliance requirements. Social media compliance is streamlined, and access to a library of nearly 5,000 pre-approved, customizable advertising pieces makes staying compliant easy.

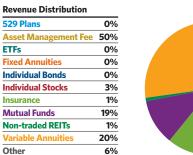
Specialization: Offers advisors the benefits of a completely open-architecture platform, allowing advisors of all specialties to operate their practice in a way that makes sense for them. Revenue: Commissions 40% AUM Fees 50% Other 10%

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# 13. Kestra Financial



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
1,321	423.2	320,390	92	1:5.5	75,605.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Provides expertise in investment advisory, brokerage, and retirement plan compliance. Compliance works in a consultative fashion to provide smart, compliant solutions that are responsive to the needs of our advisors; empowering them to streamline the way they do business and helping them connect with their clients in meaningful ways.

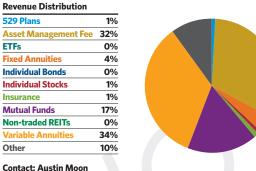
Specialization: Specializes in a full spectrum of wealth management capabilities including advisory and investment management, alternative investments, insurance, and retirement plans.

Revenue: Commissions, 48%; AUM Fees, 48%; Other, 4%

**Contact: Daniel Schwamb** 

daniel.schwamb@kestrafinancial.com | 512-697-6162

### 14. National Planning Corporation



recruiting@natplan.com | 800-881-7174

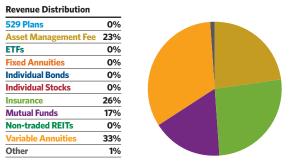
# 15. MML Investors Services

<b>Revenue Distribution</b>	
529 Plans	1%
Asset Management Fee	26%
ETFs	0%
Fixed Annuities	1%
Individual Bonds	0%
Individual Stocks	1%
Insurance	3%
Mutual Funds	25%
Non-traded REITs	0%
Variable Annuities	37%
Other	6%

Contact: Dan Flynn

DanielFlynn@MassMutual.com | 980-949-3168

### 16. Signator Investors



Contact: Signator Recruiting Team SignatorInfo@jhancock.com | 800-803-5194

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
1,291	376.8	291,887	90%	1:6.6	N/A

### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Provides advertising review, surveillance, licensing and registration, dispute resolution, audit and examination, and investment adviser compliance units. Each works directly with affiliated registered reps and investment advisor reps to ensure compliance.

**Specialization:** Offers three core initiatives: technology, advisory services and practice management. Offers integrated electronic order entry technology which saves time by automating tasks, offers a paper-free account and provides efficient business processing. An advisory platform delivers the choice for both IARs and their clients by providing investment options for asset managers, gatherers and for every client portfolio. The practice management platform offers customized education and training with personalized business strategies.

Revenue: Commissions, 61%; AUM Fees, 32%; Other, 7%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
3,737	367.8	98,421	87%	1:18.5	73,100.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

**Compliance Support:** Through the firm's intranet site, all reps have online access to compliance tools, including policy/procedures manuals, continuing education modules, and an approved communications library. Each supervising branch office has compliance staff members assigned to them to handle both general issues and the review of advertising and sales literature. Compliance hosts monthly "hot topics" calls with supervisory staff and an annual compliance conference, in which relevant supervisory and ompliance topics are discussed in depth.

Specialization: N/A

Revenue: Commissions, 69%; AUM Fees, 26%; Other, 5%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
2,152	366.1	190,000	up to 93%	1:8.3	53,100.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

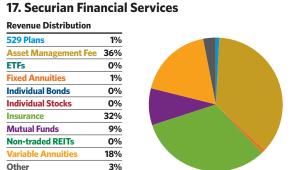
**Compliance Support:** Provide reasonable, adequate and on-going supervision to field reps and home office personnel through the creation and implementation of written supervisory procedures. Facilitate a positive culture of high standards and supervisory knowledge through training, mentoring and collaboratively communicating with all field and Home Office personnel while providing uniform and consistent supervisory best practices. Services include regulatory updates, supervisor support, on-boarding support, corporate RIA program oversight.

Specialization: Specializes in succession planning for advisor's practice; women advisors; partnering with our advisors; and our advisory program offered through the corporate RIA program. Revenue: Commissions, 49%: AUM Fees. 45%: Other, 6%

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Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
1,214	325.6	268,239	88%	1:5.7	30,877.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

Gross

Revenue

Per Rep 2016

238.973

Compliance Support: Professional support includes cyber security, branch office examiners, principle round table compliance analysts, advertising compliance oversight and social media monitoring. Specialization: Offers financial planning, retirement planning, portfolio construction and due diligence, succession planning, business-owned life insurance, practice development consulting and trust services.

Revenue: Commissions, 64%; AUM Fees, 36%; Other, 0%

Gross

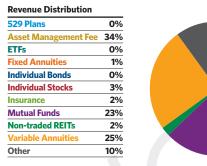
Revenue

(\$MM) 2016

**Contact: Robert Subjects** 

Robert.subjects@securian.com | 651-665-5887

### 18. SagePoint Financial\*



1.287 307.6

Number of

Producing Reps 2016

Specialization: Offers our advisors the benefits of a completely open-architecture platform, allowing advisors of all specialties to operate their practice in a way that makes sense for them.

<b>Contact: Genevieve</b>	e Hodges-Sisco
gsisco@spfi.com	866-946-0173

# 19. Voya Financial Advisors

<b>Revenue Distribution</b>	
529 Plans	1%
Asset Management Fee	0%
ETFs	0%
Fixed Annuities	0%
Individual Bonds	0%
Individual Stocks	2%
Insurance	8%
Mutual Funds	24%
Non-traded REITs	2%
Variable Annuities	25%
Other	38%

**Contact: Doug Wallace** 

douglas.wallace@voya.com | 855-698-4900

# 20. Cetera Advisor

529 Plans	0%
Asset Management Fee	0%
ETFs	0%
Fixed Annuities	2%
Individual Bonds	1%
Individual Stocks	3%
Insurance	3%
Mutual Funds	20%
Non-traded REITs	3%
Variable Annuities	27%
Other	41%

#### **Contact: Erinn Ford** erinn.ford@ceteraadvisors.com | 720-509-2479

# Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

# Compliance Support: Provides a friendly full-service compliance consulting team that serves all the needs of advisors as it relates to risk management.

Specialization: Specializes in truly independent advisors firms that desire to grow. Growth is supported through organic client opportunities and practice acquisitions. Offers a peer-to-peer culture that allows advisors to learn from and inspire each other. Our partnership is tailored to the unique needs of advisors business models and structures.

Revenue: Commissions, 59%: AUM Fees, 39%: Other, 2%

				,
Does your firm o	perate a corpora	te RIA? Yes. C	an reps operate thei	r own RIA? Yes.
SJ level. On-line	advisor complia	nce tools allov	v for fast and conveni	al supervision support at the ent fulfillment of compliance
equirements. Soo pproved, custom				a library of nearly 5,000 pre-

Payout

Percentage 2016

88%

Employees

to Reps

1:2.1

AUM

(\$MM) 2016

39.000.0

Revenue: Commissions, 55%; AUM Fees, 34%; Other, 11%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
2,012	301.9	150,049	86%	1:10.1	45,424.4

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Provides a partnership relationship between compliance and the field to ensure advisors serve their clients in a compliant manner. Our support includes QSJ supervisors. central compliance contacts, home office trade and advertising review, support for annual compliance meetings, online firm element and a central platform for ADV brochure updates.

**Specialization:** Provides financial professionals with flexible and tailored programs, technology, products and support to help individual and institutional clients grow, protect and enjoy their wealth. Advisors find value through closely aligned distribution channels, deep field support, a sixpart practice management program, hybrid RIA platform, branded marketing, resources and field manager support.

Revenue: Commissions, 64%; AUM Fees, 36%; Other, 0%

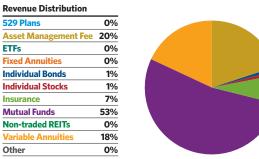
Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
1,361	283.1	214,823	88.0%	1:8.5	37,238.2

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# 21. Principal Securities



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
1,875	279.3	148,973	76%	1:7.7	34,544.9

Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

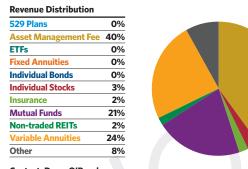
**Compliance Support:** OSJ duties are handled by the home office. Regional compliance oOfficers support our field offices and reps.

Specialization: Provides registered reps and investment advisor reps with a wide range of products and services designed to help individuals, groups, and businesses achieve their financial goals. Revenue: Commissions, 80%; AUM Fees, 20%; Other, 0%

Contact: Janel Velky

velky.janel@principal.com | 515-235-1546

# 22. FSC Securities Corporation\*



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
952	274.1	287,936	88%	1:1.6	35,666.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Dedicated staff supports advisors with additional supervision support at the OSJ level. On-line advisor compliance tools allow for fast and convenient fulfillment of compliance requirements. Social media compliance is streamlined, and access to a library of nearly 5,000 preapproved, customizable advertising pieces makes staying compliant easy.

**Specialization:** Offers our advisors the benefits of a completely open-architecture platform, allowing advisors of all specialties to operate their practice in a way that makes sense for them.

Revenue: Commissions, 50%; AUM Fees, 40%; Other, 10%

Contact: Dawn O'Rou	ke			
dorourke@fscorp.com	7	70-6	590-3	483

### 23. Cetera Financial Institutions

<b>Revenue Distribution</b>	
529 Plans	1%
Asset Management Fee	0%
ETFs	0%
Fixed Annuities	21%
Individual Bonds	2%
Individual Stocks	6%
Insurance	3%
Mutual Funds	17%
Non-traded REITs	3%
Variable Annuities	18%
Other	<b>29</b> %

Gross Gross Number of AUM Revenue Pavout Revenue (\$MM) Producing Per Rep Percentage Employees (\$MM) **Reps 2016** 2016 2016 2016 to Reps 2016 33,447.2 1.684 263.0 156,197 87% 1:5.3

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

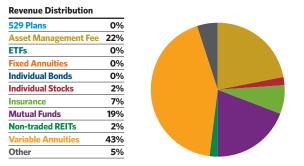
**Compliance Support:** Proactive compliance support built with all applicable securities banking and credit union laws and regulations. Includes risk management, registration/licensing, and consultative ad review. Industry compliant data supervision tools and automated sales supervision. **Specialization:** Offers a self-clearing broker-dealer, RIA and insurance agency focused solely on

serving financial institutions and their advisors. Everything offered is in support of an advisor based in a financial institution.

Revenue: Commissions, 71%; AUM Fees, 15%; Other, 14%

Contact: Sean Casey sean.casey@ceterafi.com | 770-792-7903

### 24. Woodbury Financial Services\*



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
1,004	253.9	252,931	87%	1:1.6	31,633.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Dedicated staff supports advisors with additional supervision support at the OSJ level. On-line advisor compliance tools allow for fast and convenient fulfillment of compliance requirements. Social media compliance is streamlined, and access to a library of nearly 5,000 preapproved, customizable advertising pieces makes staying compliant easy.

**Specialization:** Offers advisors the benefits of a completely open-architecture platform which allows advisors of all specialties to operate their practice in a way that makes sense for them.

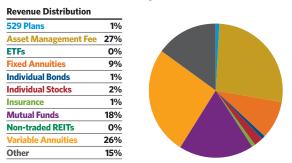
Revenue: Commissions, 69%; AUM Fees, 21%; Other, 10%

Contact: Scott Little scott.little@woodburyfinancial.com | 651-702-1930

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# 25. INVEST Financial Corporation



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
1,054	249.8	237,023	88%	1:5.9	N/A

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Works to support the interests of reps by offering regular communications to the field, quick turnaround on advertising and sales literature review, annual branch exams, webbased continuing education, and online compliance manuals and guides.

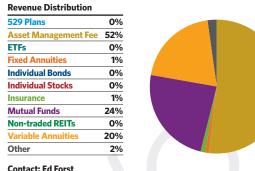
**Specialization:** Provides a full-service, multi-channel broker-dealer. As a leader in both the independent representative channel and financial institution channel, offers a commitment to provide financial advisors with the essential tools, products, practice management support, resources and technology to service their clients effectively.

Revenue: Commissions, 64%; AUM Fees, 28%; Other, 8%

**Contact: Rebecca Gumley** 

rebecca.gumley@investfinancial.com | 813-880-5225

#### 26. Lincoln Investment Planning



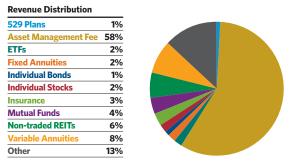
eforst@lincolninvestment.com | 215-881-4553

# **27. First Allied Securities**

<b>Revenue Distribution</b>	
529 Plans	0%
Asset Management Fee	0%
ETFs	0%
Fixed Annuities	3%
Individual Bonds	1%
Individual Stocks	6%
Insurance	2%
Mutual Funds	14%
Non-traded REITs	6%
Variable Annuities	25%
Other	43%

Contact: Matthew Bassuk mbassuk@firstallied.com | 619-702-9704

# 28. Triad Advisors



Gross Gross Number of Revenue Revenue Payout AUM Producing Reps 2016 (\$MM) Per Rep 2016 Percentage 2016 Employees (\$MM) 2016 2016 to Reps 785 232.6 240,000 N/A 1:2.5 25,692.3

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Offers assistance in transitioning a new advisor's business to the firm, training of advisors and their assistants, as well as supervisors. Open and direct line to the compliance staff for on-going consultation and guidance in regards to securities, insurance and advisory products and services.

**Specialization:** Specializes in representing clients with more than \$25.6 billion in assets and a leading provider of retirement plans to school districts, universities, hospitals and other non-profit and community-based organizations. Business includes high-net worth individuals, employers, corporations, endowments and foundations.

Revenue: Commissions, 40%; AUM Fees, 50%; Other, 10%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
692	227.1	328,118	86%	1:4.4	28,366.6

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Provides a consultative approach to compliance by offering resources and supervision for planning, information security, advisory and commissions. Offers support RIAs and hybrid business models.

**Specialization:** Leader in developing meaningful partnerships with business owners who seek to grow their practice and help their clients reach their financial goals, and have been doing so for over three decades. Offers an exclusive business development platform that has been expertly constructed to provide entrepreneurial financial advisors with one of the most comprehensive platforms for growth in the industry.

Revenue: Commissions, 55%; AUM Fees, 33%; Other, 12%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
620	173.2	279,423	89%	1:8.3	24,400.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Provides pro-business, common sense compliance support and regulatory consulting for our independent advisors and yybrid RIAs. An experienced compliance team also offers ongoing assistance with State/SEC audits and E&O coverage for all entities of the business including outside RIA, insurance, and retirement planning.

Specialization: Specializes in supporting hybrid RIA business through multi-custodial clearing platforms. Over 75% of their advisory firms manage a hybrid RIA model.

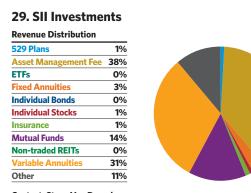
Revenue: Commissions, 42%; AUM Fees, 58%; Other, 0%

Contact: Nathan Stibbs Nathan.Stibbs@triad-advisors.com | 770-840-0363

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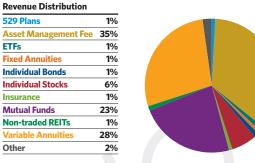
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Contact: Steve Van Domelen steve.vandomelen@siionline.com | 920-996-2699

# **30. American Portfolios Financial Services**



Contact: Tim O'Grady

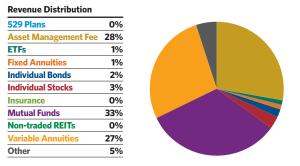
togrady@americanportfolios.com | 631-439-4600 x285

# **31. M Holdings Securities**

<b>Revenue Distribution</b>	
529 Plans	0%
Asset Management Fee	13%
ETFs	0%
Fixed Annuities	0%
Individual Bonds	0%
Individual Stocks	0%
Insurance	73%
Mutual Funds	4%
Non-traded REITs	0%
Variable Annuities	10%
Other	0%

Contact: Laura Haney-Jackson laura.haney-jackson@mfin.com | 800-656-6960

# 32. Cadaret, Grant & Company



Contact: Steve Blazick sblazick@cadaretgrant.com | 800-288-8601

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Compliance is comprised of advertising review, surveillance, licensing and registration, dispute resolution, audit and examination and investment adviser units. Each works with affiliated registered reps and investment advisor reps to comply with FINRA, SEC and state rules and regulations. Continuous updates are given to reps regarding industry and regulatory changes. Specialization: Provides registered reps the tools and services they need to be successful in the financial services industry. The objective is met by staying on the cutting-edge of financial industry trends, soliciting feedback from our registered reps, and directly incorporating their suggestions into corporate systems and processes. Looks for new and innovative ways to enhance the support offered and maintained and the commitment to progress, both internally and industry-wide. Revenue: Commissions, 55%; AUM Fees, 38%; Other, 7%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
675	159.4	236,112	90%	1:0.2	21,738.1

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Offers a business processing workflow web application called STARS. It's used for processing and reviewing business, conducting due diligence on annuity and alternative investment products and submitting promotional materials requests for compliance approval **Specialization:** Provides an open-architecture environment to support both transactional and advisory practices. With growing client demands in need of wealth management, financial planning and fee-based asset management services, they offers a variety of advisory programs for advisory feeduces Platform and associated technology platform—Portfolios Insights—for billing, portfolio management and client reporting.

Revenue: Commissions, 52%; AUM Fees, 47%; Other, 1%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
546	152.0	278,000	95% - 97%	1:14.4	50,800.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Provides a collaborative service model, that offers guidance on sales literature and advertising, drafting referral compensation and joint venture agreements, comprehensive E&O program, member firm reviews, and consulting on complex business needs.

Specialization: Offers variable life insurance for the ultra-affluent marketplace.

Revenue: Commissions, 73%; AUM Fees, 5%; Other, 22%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
683	149.5	218,884	90%	1:6.6	3,867.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

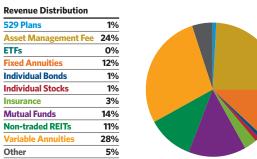
**Compliance Support:** Compliance is a partner and counselor to help advisors remain compliant in a highly-regulated industry. Provides guidance and advice regarding how various rules and regulations apply to each advisor's unique business — monitoring and protecting advisors' interests and working proactively to avoid potential matters of confusion.

Specialization: Specializes in serving independent advisors with exceptional customer service. Offers the expertise and stability that are necessary ingredients to help build practices and achieve success. Revenue: Commissions, 67%; AUM Fees, 28%; Other, 5%

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# 33. Centaurus Financial



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
630	144.0	228,862	up to 90%	1:7.4	2,840.9

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Offers dedicated and immediate comprehensive review of submitted documents, focusing on quick turnaround. Assists in drafting professional advertising, provides access to social media, and invests in company education to enhance compliance support.

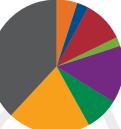
Specialization: Supports comprehensive financial planning practices to advisors.

Revenue: Commissions, 70%; AUM Fees, 24%; Other, 6%

Contact: Kathy Swindell kswindell@cfiemail.com | 714-456-1790

#### 34. Summit Brokerage

<b>Revenue Distribution</b>	
529 Plans	0%
Asset Management Fee	0%
ETFs	0%
Fixed Annuities	5%
Individual Bonds	3%
Individual Stocks	10%
Insurance	2%
Mutual Funds	14%
Non-traded REITs	8%
Variable Annuities	20%
Other	38%



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
551	144.0	261,255	89%	1:5.5	17,608.4

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Provides highest levels of compliance and offers a consultative and proactive approach to brokerage and advisory compliance. Works with its advisors to ensure that their practice satisfies regulatory requirements as well as best practices to protect their business against potential customer claims.

Specialization: Specializes in preserving a boutique culture and providing the highest standard in personalized service to each of our financial advisors.

Revenue: Commissions, 63%; AUM Fees, 27%; Other, 10%

Conta	ct: Vi	ncent	Chiera	
	-			

vchiera@summitbrokerage.com | 888-973-0226

# 35. Ameritas Investment Corporation

Revenue Distribution			
529 Plans	0%		
Asset Management Fee	28%		
ETFs	0%		
Fixed Annuities	0%		
Individual Bonds	1%		
Individual Stocks	1%		
Insurance	1%		
Mutual Funds	<b>19</b> %		
Non-traded REITs	1%		
Variable Annuities	<b>29</b> %		
Other	20%		

Gross Gross Number of AUM Revenue Pavout Revenue Producing (\$MM) (\$MM) Per Rep Percentage Employees to Reps Reps 2016 2016 2016 2016 2016 130,520 1.012 132.1 85% 1:13.1 4.094.3

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

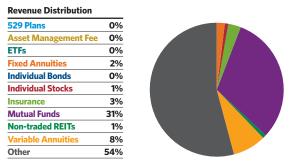
Compliance Support: Provides compliance support for all three main lines of business which are broker-dealer, investment advisory and capital markets. Compliance manuals, business forms, advertising, and office inspections are core to the support we provide.

Specialization: Specializes offers a proprietary fixed income unit that focuses mostly on public finance through individual municipal underwriting and distribution.

Revenue: Commissions, 57%; AUM Fees, 28%; Other, 15%

**Contact: Connie Grosser** cgrosser@ameritas.com | 800-335-9858

### 36. Cetera Financial Specialists



**Contact: Ron Krueger** ron.krueger@ceterafs.com | 813-253-2227

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
1,186	128.8	108,613	75%	1:12.1	19,810.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Both regional and home office staff partners with advisors to monitor the regulatory environment and rule changes, as well as promote best practices in compliance and risk management. Meetings, compliance alerts and a proprietary CE programs are offered.

Specialization: Specialize in helping tax and accounting professionals successfully integrate wealth management into their practices.

Revenue: Commissions, 46%; AUM Fees, 49%; Other, 5%

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Insurance

Other

**Mutual Funds** 

Non-traded REITs

Variable Annuities

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Specialization: Provides support in all product areas, offers competitive payouts and elivers friendly, personalized service to its affiliated reps.

Revenue: Commissions, 58%; AUM Fees, 34%; Other, 8%

C.....

**Contact: David Fischer** dfischer@ifgsd.com | 800-269-1903

#### 38. Investment Centers of America

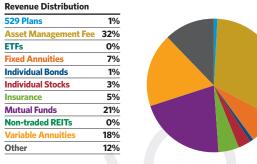
1%

13%

2%

22%

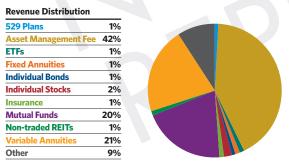
22%



Contact: JJ Hudock

ii.hudock@investmentcenters.com | 800-544-7113

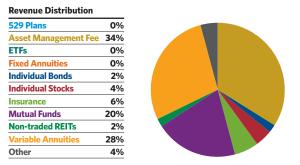
### **39. Securities Service Network**



**Contact: Landon Moore** 

landon.moore@ssnetwork.com | 865-777-4677 x354

# **40. NEXT Financial Group**



**Contact: Barry Knight** bknight@nextfinancial.com | 713-333-4899

Number of Producing Reps 2016	Revenue (\$MM) 2016	Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
355	113.4	319,515	up to 85%	1:3.7	N/A

C----

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

Compliance Support: Keeps reps current on the latest regulations and provides important information and updates through the website, conferences and other channels. Offers timely review of marketing materials, expert advice regarding compliance questions, provides annual compliance report for financial institution management, along with single-click tracking of advisors' CE requirements. Specialization: Provides both an independent and financial institution channel. The financial solutions team (comprised of financial planning experts) partners with advisors to discuss individual client solutions for retirement income planning, tax management, investment analysis and social security planning

Revenue: Commissions, 60%; AUM Fees, 32%; Other, 8%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
354	111.6	315,307	94%	1:6.0	13,423.7

### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Compliance staff is consultative with RIAs and advisors on product selection and trade review. The team scores high marks for audits, and is continually recognized in the industry for the speed with which they respond to advisor comments andquestions, particularly with respect to advertising

Specialization: Caters to advisors who deliver the most value for their clients, by delivering largefirm resources with a small-firm culture

Revenue: Commissions, 49%; AUM Fees, 42%; Other, 9%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
619	107.8	174,132	88%	1:5.0	14,331.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Outside business activities and advertising approval, license tracking and the expertise to safely guide our advisors through the ever-changing regulatory environment. Specialization: Offers fee-based solutions (NEXT Select Platform), third party money management, retirement and 401k planning, mutual funds, variable annuities and alternative investments. Revenue: Commissions, 61%; AUM Fees, 35%; Other, 4%

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 41. ProEquities

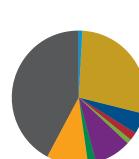
 Revenue Distribution

 529 Plans
 1%

 Asset Management Fee
 28%

 ETFs
 0%

	• / •
Fixed Annuities	0%
Individual Bonds	5%
Individual Stocks	2%
Insurance	1%
Mutual Funds	<b>9</b> %
Non-traded REITs	2%
Variable Annuities	10%
Other	42%



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
754	106.2	117,500	up to 92%	1:6.9	2,906.0

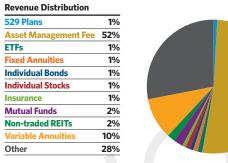
Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes. Compliance Support: Full support of dedicated Compliance and Supervision teams. Specialization: Offers a full-service broker-dealer and RIA.

Revenue: Commissions, 64%; AUM Fees, 28%; Other, 8%

**Contact: Darryn Pope** 

Darryn.Pope@proequities.com | 205-268-8390

# 42. Geneos Wealth Management



**Contact: Ryan Diachok** 

rwdiachok@geneoswealth.com | 888-812-5043 x115

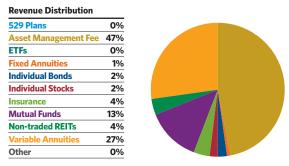
# 43. Questar Capital Corporation

<b>Revenue Distribution</b>	
529 Plans	1%
Asset Management Fee	15%
ETFs	0%
Fixed Annuities	35%
Individual Bonds	3%
Individual Stocks	1%
Insurance	1%
Mutual Funds	13%
Non-traded REITs	1%
Variable Annuities	28%
Other	2%

Contact: John Challas

john.challas@us.questarcapital.com | 763-765-6151

### 44. United Planners Financial Services



Contact: Sheila Cuffari-Agasi sjcuffari@unitedplanners.com | 800-966-8737 x240

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
256	104.5	408,042	88%	1:4.7	11,300.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Comprehensive compliance support offered to advisors. Provides a fair and flexible compliance team that partners with advisors to comply with all industry regulation while maintaining flexibility to run their business in their vision.

**Specialization:** Provides a wide range of products and services but specializes in the advisory services world. Offers multiple platforms, custodians, TAMP's and in house advisory solutions to advisors. **Revenue: Commissions**, 44%; **AUM Fees**, 52%; **Other**, 4%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
651	102.6	157,650	up to 90%	1:7.2	N/A

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

**Compliance Support:** Compliance team interprets regulations while providing guidance and education with the firm's compliance requirements. The field supervision department works directly with field supervisors and the reps to navigate the complex world of compliance through education, serving as a liaison, providing guidance on policies and procedures.

**Specialization:** Offers a full-service, independent broker-dealer. Reps have the freedom to choose from an expansive product shelf including variable and fixed annuities, mutual funds, insurance, alternative investments, asset management programs, and individual securities..

Revenue: Commissions, 85%; AUM Fees, 15%; Other, 0%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
430	97.3	226,385	90%	1:7.5	5,223.1

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Serves advisors with integrity while valuing the relationship. Focused on exceptional service while being studious of industry rules and firm procedures creates a business friendly environment.

**Specialization:** Focus on providing the best options and solutions to advisors for use with their clients. Specialization exists in advisory services, retirement plans and consistently working to reduce conflicts of interest prior to requirements by the DOL.

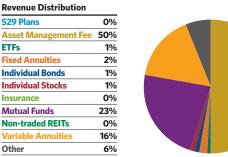
Revenue: Commissions, 48%; AUM Fees, 47%; Other, 5%

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# 45. KMS Financial Services



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
322	96.4	299,452	up to 95%	1:5.0	15,289.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Single home office OSJ structure creates collaborative partnership between independent sales force and compliance professionals. Direct access to compliance and operations personnel dedicated to supporting the efficient growth and development of advisor's practice. On-site and online training programs equip advisors and their staff with the solutions and tools designed to create profitable, thriving practices.

Specialization: Offers a full compliment of brokerage and advisory services for individuals, institutions, and retirement plans. Closely aligned partnerships bring advisor access to relevant products and services. Access to multiple custodians and platforms for rep as PM business. Revenue: Commissions, 47%; AUM Fees, 53%; Other, 0%

Contact: Tracy "Ace" Forsythe forsythe@kms.com | 206-441-2885 x270

### 46. J.W. Cole Financial

<b>Revenue Distribution</b>	
529 Plans	1%
Asset Management Fee	38%
ETFs	1%
Fixed Annuities	7%
Individual Bonds	1%
Individual Stocks	1%
Insurance	4%
Mutual Funds	13%
Non-traded REITs	3%
Variable Annuities	<b>29</b> %
Other	2%

Contact: John Carlson jcarlson@jw-cole.com | 866-592-6531

### 47. Investacorp

529 Plans	2%
Asset Management Fee	<b>9</b> %
ETFs	7%
Fixed Annuities	1%
Individual Bonds	10%
Individual Stocks	17%
Insurance	0%
Mutual Funds	22%
Non-traded REITs	7%
Variable Annuities	25%
Other	0%

Number of Producing Reps 2016	Revenue (\$MM) 2016	Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
409	89.4	218,671	up to 92%	1:7.4	10,276.0
Does your firm	operate a corpo	rate RIA? Yes. Ca	an reps operate th	eir own RIA? Yes.	

Gross

Gross

Compliance Support: Compliance supports its advisors by assisting them in protecting their greatest asset: their businesses. Ensures that it delivers its compliance support in a non-intrusive and pro-business approach that protects their business yet allows them to assist their clients. Specialization: Offers a privately owned and truly independent broker-dealer and RIA firms. Provides a level of service and an experience to their partner advisors unlike any other firm. Revenue: Commissions, 58%; AUM Fees, 40%; Other, 2%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
440	87.8	199,480	90%	1:5.9	9,021.5

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

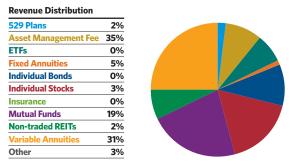
Compliance Support: Investacorp acts as the sole OSJ. All supervision is conducted from Investacorp's home office in Miami, FL.

Specialization: Offers an approach that is entrepreneurial, unconventional and even a bit revolutionary. Advisors gain access to services that are rare within the independent channel. Provides service for commission or fee-based advisors or those interested in developing a plan for succession or acquisition.

Revenue: Commissions, 64%; AUM Fees, 27%; Other, 9%

**Contact: Leslie Vigil** lvigil@investacorp.com | 305-901-1825

# 48. Sigma Financial Corporation



**Contact: Jennifer Bacarella** jbacarella@bdops.com | 734-663-1611

#### Gross Gross Number of AUM Revenue Revenue Payout (\$MM) Percentage (\$MM) Producing Employees Per Rep Reps 2016 2016 2016 2016 to Reps 2016 154,397 85% 11,200.0 568 86.6 1:5.4

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

Compliance Support: Offers a fully licensed compliance staff. Assists advisors with a consultative approach to sales review, marketing assistance, audit support and product due diligence

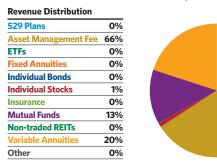
Specialization: The firm focuses on comprehensive financial planning with our advisors and their clients. Assists with the growing advisors' practices in the professional and ethical manner using comprehensive tools and services

Revenue: Commissions, 63%; AUM Fees, 36%; Other, 1%

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#### 49. PlanMember Securities Corporation



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
490	75.1	153,257	90% - 94%	1:3.2	9,300.0

#### Does your firm operate a corporate RIA? No. Can reps operate their own RIA? No.

**Compliance Support:** Offers centralized principal and advertising review at the home office, thus off-loading certain OSJ responsibilities; experienced and friendly staff; sensitivity to ensuring efficient turn-around time for reviews; on-line submission and tracking for advertising review; no-cost in-field audits every 1-3 years.

**Specialization:** Specializes in retirement and group employer plans 403(b), 401(k), 457(b); fee based business (66% of average advisor revenue is fee-based).

Revenue: Commissions, 34%; AUM Fees, 66%; Other, 0%

**Contact: Kendra Silverman** 

Contact: Carlo A. Bidone

**Revenue Distribution** 

**Asset Management Fee** 

529 Plans

Insurance

Other

**Mutual Funds** 

**Fixed Annuities** 

Individual Bonds

**Individual Stocks** 

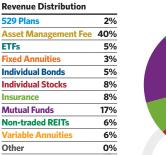
Non-traded REITs

Variable Annuities

**ETFs** 

ksilverman@planmember.com | 800-874-6910 x255

#### **50. Kovack Securities**



carlo@kovacksecurities.com | 866-564-6574

51. The O.N. Equity Sales Company

0%

15% 0%

0%

0%

2%

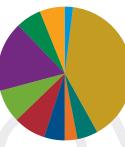
0%

28%

3%

50%

2%



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
390	65.4	167,646	90%	1:5.7	8,265.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Employees are proactive in monitoring and supporting reps' businesses. The high compliance staff to rep ratio provides a supportive environment that is built on a relationship of advocacy and mutual respect. Reps are kept informed and educated through regular communication, on-demand/online resources, mandatory training, and national and regional conferences. **Specialization:** Provides a solutions-focused, high-service environment for its reps, so tmore time is

focused on client needs, developing their own areas of specialization, and improving their independent businesses. There are no areas of product specialization as the unbiased, client-centric, and non-proprietary nature of advice is the principal goal.

**Revenue: Commissions**, 60%; **AUM Fees**, 40%; **Other**, 16%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
647	56.7	87,589	up to 92%	1:13.2	8,933.7

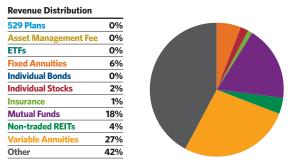
#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

**Compliance Support:** Compliance provides various levels of support including initial on-site training, on-site support during regulatory inspections, routine branch audits, and electronic delivery of the annual compliance meeting and continuing education. Compliance also provides consultative services for office set-up, outside business activities, and a host of other issues. **Specialization:** N/A

Revenue: Commissions, 85%; AUM Fees, 15%; Other, 0%

Contact: Tim Minton timothy\_minton@ohionational.com | 513-797-340

#### 52. Girard Securities



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
200	49.7	248,340	91%	1:5.0	8,032.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Provides rule interpretation along with best practice guidance for individuals and branch offices.

**Specialization:** Provides independently registered financial advisors and dually registered investment advisors with access to a variety of mutual funds, ETFs, variable insurance products, fee-based account solutions, alternative investments and brokerage accounts.

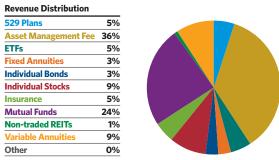
Revenue: Commissions, 59%; AUM Fees, 33%; Other, 8%

Contact: Scott Tietjen sctietjen@girardsecurities.com | 858-622-2140

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# **53. The Investment Center**



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
246	45.1	183,381	90% +	1:6.5	6,100.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

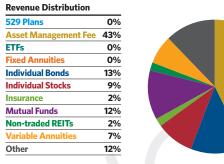
Compliance Support: Dedicated compliance team available on demand to support advisors all their risk management needs including updating on regulatory requirements as well as reviewing and providing support on marketing materials including the review and approval of social media

Specialization: Offers a privately owned and truly independent broker-dealer that sells no proprietary products and provides personalized service to advisors. The firm is large enough to deliver a robust set of services, yet small enough to structure a suite of offerings to the specific needs of each practice. Revenue: Commissions, 64%; AUM Fees, 36%; Other, 0%

**Contact: Nicole Johnson** 

njohnson@investctr.com | 908-707-4422

### 54. Prospera Financial Services



Contact:	Tarah	Carlow	

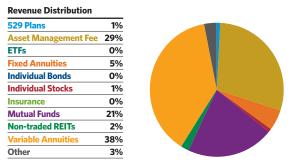
tarah.carlow@prosperafinancial.com | 972-581-3015

# 55. The Strategic Financial Alliance

<b>Revenue Distribution</b>	
529 Plans	7%
Asset Management Fee	43%
ETFs	0%
Fixed Annuities	1%
Individual Bonds	0%
Individual Stocks	1%
Insurance	1%
Mutual Funds	2%
Non-traded REITs	3%
Variable Annuities	10%
Other	32%

**Contact: Paige Kerr** pkerr@thesfa.net | 678-954-4060

# 56. Parkland Securities



**Contact: Jennifer Bacarella** jbacarella@bdops.com | 734-663-1611

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
135	43.8	324,105	up to 99%	1:2.8	6,482.7

Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Offers a collaborative partnership that provides insight for decision-making, tools to help manage current or future challenges and a sounding board for potential opportunities. Specialization: Specializes in wealth management.

Revenue: Commissions, 49%; AUM Fees, 43%; Other, 8%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
129	43.7	330,000	90% +	1:4.0	4,026.2

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Compliance is a partner that guides advisors to fulfill their regulatory obligations in ways that will support them in growing their businesses and servicing their clients' needs. Specialization: Promotes independence and choice from their due diligence that results in a wide product platform which support a wide array of third party vendors.

Revenue: Commissions, 56%; AUM Fees, 43%; Other, 1%

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
348	41.3	108,373	82%	1:3.3	5,900.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

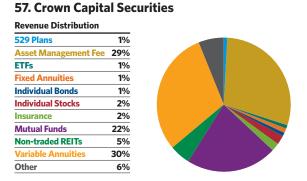
Compliance Support: Offers a licensedcompliance staff. Assists advisors with a consultative approach to sales review, marketing assistance, audit support, and product due diligence.

Specialization: Focuses on comprehensive financial planning with advisors and their clients. Helps advisors grow their practices in a professional and ethical manner using the comprehensive tools and services.

Revenue: Commissions, 71%; AUM Fees, 28%; Other, 1%

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Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
330	41.0	124,320	92%	1:12.9	11,306.2

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

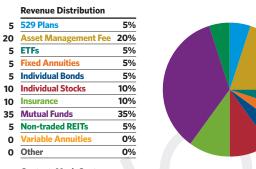
**Compliance Support:** The firm has carefully designed its supervisory procedures around the needs of the independent reps. Offers support and specific guidance to the sales force that encourages them to be successful entrepreneurs.

Specialization: Specializes in meeting the individual financial goals and objectives of its clients. Revenue: Commissions, 71%; AUM Fees, 29%; Other, 0%

Contact: Darol K. Paulsen

dpaulsen@crowncapitalsecurities.com | 800-803-8886

### 58. LaSalle St. Securities



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
250	40.6	160,000	up to 90%	1:8.6	8,000.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Provides a full and seasoned compliance team within both the broker-dealer and RIA, who work with our reps and advisors every day on educational programs, policy and procedures, and best practices for use within their practices.

Specialization: Offers asset allocation programs, financial planning, and retirement planning. Revenue: Commissions, 65%; AUM Fees, 35%; Other, 0%

Contact: Mark Contey mark@lasallest.com | 630-600-0360

### **59. Harbour Investments**

<b>Revenue Distribution</b>	
529 Plans	1%
Asset Management Fee	31%
ETFs	1%
Fixed Annuities	9%
Individual Bonds	1%
Individual Stocks	1%
Insurance	2%
Mutual Funds	22%
Non-traded REITs	1%
Variable Annuities	28%
Other	3%

-	Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
	200	37.0	185,000	up to 92%	1:10.0	7,256.0

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Provides electronic compliance advertising approval. Offers an advanced sales desk to help with complicated cases to prevent compliance hangups.

Specialization: Offers independence and the opportunity for advisors to run their own business choosing products and software. The firm facilitates the transactions and compliance. Revenue: Commissions, 69%; AUM Fees, 31%; Other, 0%

Contact: Megan Thompson info@harbourinv.com | 608-662-6100

# 60. Kalos Capital



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
110	34.5	313,636	88%	1:3.1	N/A

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Compliance strives to avoid being the 'business prevention unit' and wants to be a partner to ensure that business is being done the right way. With this cooperative attitude, compliance reviews all submissions on a very timely basis and are willing to discuss individual situations where advertising, seminars, OBAs, etc. are concerned.

**Specialization:** Specializes in helping advisors understand and implement endowment style investment portfolios for their clients.

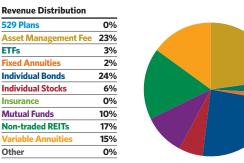
Revenue: Commissions, 0%; AUM Fees, 0%; Other, 100%

#### Contact: Dan Meehan dmeehan@kalosfinancial.com | 770-407-5417

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# 61. Calton & Associates



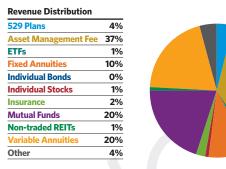
Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
303	34.2	112,785	75% - 92%	1:12.1	4,000.0

Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes. **Compliance Support: N/A** 

Specialization: Specializes in advisory, fixed income and alternative investments. Revenue: Commissions, 77%; AUM Fees, 23%; Other, 0%

**Contact: Chris Radford** cradford@calton.com | 813-605-0918

### 62. CFD Investments



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
185	29.2	157,960	up to 92%	1:4.0	1,217.9

Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

Compliance Support: Offers a spring and fall conference, along with face-to-face meetings. Provides a financial assistant bootcamp compliance newsletter.

Specialization: The firm specializes in financial planning and utilizing products to help clients.

Revenue: Commissions, 59%; AUM Fees, 37%; Other, 4%

Contact: Brent A. Owens brent.owens@cfdinvestments.com | 800-745-7776

# **63. Founders Financial Securities**

<b>Revenue Distribution</b>	
529 Plans	2%
Asset Management Fee	50%
ETFs	0%
Fixed Annuities	0%
Individual Bonds	0%
Individual Stocks	1%
Insurance	2%
Mutual Funds	12%
Non-traded REITs	3%
Variable Annuities	17%
Other	13%

Gross Gross Number of AUM Revenue Revenue Pavout (\$MM) Producing (\$MM) Per Rep Percentage Employees to Reps Reps 2016 2016 2016 2016 2016 321,663 2,095.0 76 23.2 up to 90% 1:4.8

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No.

Compliance Support: Compliance serves member partners as a guide for the interpretation and application of regulations, counsel for client accounts and transactions, as well as trading desk support. This empowers the members to achieve their client's goals and dreams in this ever-changing regulatory environment.

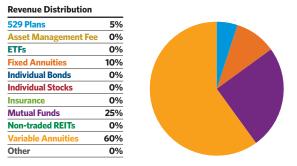
Specialization: Serve member partners through an interdependent relationship; one founded on values and trust, promoting transparency, growth, and lasting purpose.

Revenue: Commissions, 29%; AUM Fees, 70%; Other, 1%

Contact: Dara-Lynn VanPee

joinfounders@foundersfinancial.com | 888-523-1162 x1244

### **64. Fortune Financial Services**



Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
254	12.2	63,000	up to 90%	1:23.1	1,600.9

Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Offers a fair and robust compliance support that works for the advisor, the reps and clients.

Specialization: Represents many insurance companies for variable and indexed annuity products; as well mutual funds. All business is conducted directly with the carrier.

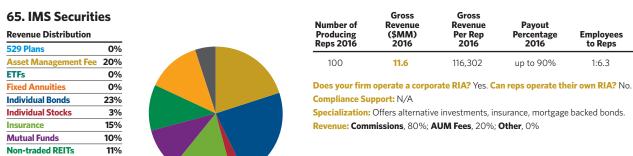
Revenue: Commissions, 100%; AUM Fees, 0%; Other, 0%

**Contact: Greg Bentley** 

gbentley@fortunefinancialservices.com | 724-846-2488

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Number of

Producing Reps 2016

108

**Contact: Jackie Wadsworth** 

Variable Annuities

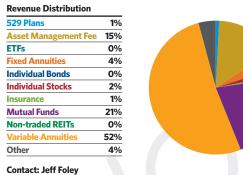
Other

jwadsworth@ims-securities.com | 713-266-2993

13%

5%

### 66. Gradient Securities



jfoley@gradientsecurities.com | 866-991-1539

### **67. Signal Securities**

529 Plans	5%
Asset Management Fee	43%
ETFs	3%
Fixed Annuities	1%
Individual Bonds	1%
Individual Stocks	10%
Insurance	1%
Mutual Funds	25%
Non-traded REITs	1%
Variable Annuities	10%
Other	0%

Specialization: The firm is set apart due to the fact that they are a marketing company that is also a broker-dealer and RIA. Provides case design and product expertise in wealth management, financial planning, securities, insurance and taxes. Advisors have access to a diverse portfolio of financial products and services through our relationship with the Gradient family of companies. Revenue: Commissions, 80%; AUM Fees, 15%; Other, 5%

Gross

Revenue

Per Rep 2016

92,205

Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

Compliance Support: Offers common sense compliance which includes dozens of pre-approved

sales systems and marketing pieces that can be customized. Compliance officers are experienced

and accessible. Monthly training webinars and alert emails are offered to help producers understand

Payout

Percentage 2016

up to 90%

AUM

(\$MM)

2016

N/A

AUM

(\$MM) 2016

1,184.4

Employees

to Reps

1:6.4

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
49	5.1	107,446	up to 90%	1:5.2	0.9

#### Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? Yes.

**Compliance Support:** Provides full service in house compliance and transition help for new advisors. **Specialization:** Specializes in financial planning, asset allocation, retirement planning and money management.

Revenue: Commissions, 57%; AUM Fees, 43%; Other, 0%

Gross

Revenue

(\$MM)

2016

10.0

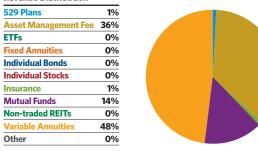
compliance rules and regulatory issues.

Contact: Jerry Singleton

jerry@signalsecurities.com | 817-877-4256 x202

### 68. Correll Co. Investment Services Corporation

Revenue	Distribution



Contact: M. Nicole Correll ncorrell@cciscinvestments.com | 708-599-2900

#### \*A Member Of Advisor Group

Number of Producing Reps 2016	Gross Revenue (\$MM) 2016	Gross Revenue Per Rep 2016	Payout Percentage 2016	Employees to Reps	AUM (\$MM) 2016
7	0.8	100,000	90%	1:2.3	275.0

Does your firm operate a corporate RIA? Yes. Can reps operate their own RIA? No. Compliance Support: N/A

Specialization: Specializes in retirement plans.

Revenue: Commissions, 60%; AUM Fees, 40%; Other, 0%

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