Sigma Financial Corporation

30TH ANNIVERSARY 1983-2013 SIGMA Financial Corporation

TIMES HAVE CHANGED, OUR COMMITMENT HASN'T.

Sigma Financial…Investing In People!

The Foundation

In 1983, Jerry Rydell founded Sigma Financial Corporation (SFC) along with its affiliate, Sigma Planning Corporation (SPC). Through the past 30 years, Sigma has grown by leaps and bounds. At last count, the broker-dealer had 650 plus reps and was licensed in 50 states, with the largest concentration of associates in Michigan, Ohio, Illinois, Indiana, Florida, Texas and California. Sigma Financial has 100 employees located in its Ann Arbor Office. Sigma Planning Corporation is Sigma Financials' Registered Investment Advisor. Sigma Planning is licensed in 50 states to do investment advisory business. We have multiple agreements with outside money managers and a variety of professionally managed accounts through our clearing partners.

The Personal Touch

It soon becomes apparent that Sigma operates by what might be called rampant common sense – an approach in which caution wins out over unrestrained growth, and one in which personal attention is hallmark. When asked to summarize his overall business philosophy, Jerry has this to say: "In an industry dominated by giants, Sigma is looking for a few good people. We're what I call a 'fast turtle' – a contender that wins by growing in a deliberate way and in the process we're maintaining our human scale. Insurance companies are getting bigger. Broker-dealers are getting bigger. Things are getting impersonal, and reps don't like it. At Sigma, we are not in the body business. We seek out the best professionals we can find and then treat them as partners."

The Vision

Our superior marketing packages, training, and financial planning platform allow our representatives to excel in meeting the investment and planning needs of Middle America. By focusing on the specific concerns of this often over-looked client base, Sigma Financial Corporation is known as being the best at servicing representatives who serve this market.

We are a leader in Comprehensive Financial Planning, and our representatives address clients' financial questions and fears by taking the time and care to fully understand what "keeps them up at night." Our representatives help their clients define and prioritize their goals and dreams and develop individually tailored strategies to achieve them. By examining cash flows, educational needs, retirement expectations, and estate planning concerns, our representatives deliver Comprehensive Financial Planning solutions which include asset allocation modeling and investment strategies consistent with the clients' time horizons, risk tolerances, and overall financial objectives.

Sigma Financial Corporation adheres to a culture of personal service which is unparalleled in the broker dealer community. We employ a dedicated and caring group of professionals who love what they do and have a passion for providing excellent service. We view our representatives as joint venturing partners, and they enjoy the personal touch that Sigma delivers, our firm wide service and work-flow guarantees, the ongoing training and educational meetings, and most of all, the fact that they are known and greeted by name, not as a number. Our employees and representatives are considered family, and both our staff and representatives seek out Sigma to join a friendly yet professional firm in which to grow both personally and professionally.

We look forward to working with you.

Contact our Firm Development Team today!
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