



ADVISORS

ADVISOR  
NETWORKSFINANCIAL  
INSTITUTIONSFINANCIAL  
SPECIALISTS

## Think one firm can satisfy every independent advisor? Neither do we.

### Unique Faces of Independence

We give you choice with four distinct firms dedicated to supporting a very unique vision of independence—YOURS.

### Advisor Resources

Our family of firms brings together award-winning, open-architecture technology, in-depth industry expertise and best-in-class resources to help advisors grow their business, their way.

From our actionable research and collaborative white papers to turnkey marketing programs to our wealth management platform, we are a powerful, focused and flexible partner to help our advisors create, build and succeed.

### Wealth Management

Also, through our family of registered investment advisers you have access to an innovative wealth management platform. From our award-winning advisory offerings to comprehensive market

Truth is...

# you'll wonder why you waited.

So why wait any longer? [Cetera.com/Truth](http://Cetera.com/Truth)

research to institutional-grade portfolio management tools, we have everything you need to be a financial quarterback for your clients:

- Financial planning tailored to a client's unique goals and time lines
- Portfolio construction
- Asset management services to support a client's individual needs
- Investment recommendations

### Connect2Clients®

Our Connect2Clients marketing platform is the industry's most unique

and effective program for helping our advisors grow their advisory business, increase revenue and drive deeper client and prospect engagement. In fact, more than 20% of our total advisor population is using Connect2Clients—the most of any subscription technology solution. And those that have truly engaged with the program have grown at twice the rate of their peers<sup>1</sup>.

<sup>1</sup>Analysis performed at Cetera Advisor Networks and Cetera Advisors. Excludes new recruits and ensembles. Measuring advisors with \$100K-\$1MM GDC.

Learn more about Cetera. Call us at **888.410.9444** or email us at [CeteraInfo@cetera.com](mailto:CeteraInfo@cetera.com)