

# America's Finest City Brings You America's Finest Broker Dealer™

**E**xceptional customer service takes on an entirely new meaning at Independent Financial Group, LLC (IFG). The San

Diego-based broker-dealer was founded in March of 2003 on the premise that among the increasingly growing number of independent broker-dealers, **bigger isn't always better.**

Recognizing a growing dissatisfaction with the increased focus on size, profitability per office and proprietary products and services, IFG realized there was an opportunity to provide personalized service and true independence to the marketplace. IFG is committed to providing independent financial advisors with personalized and friendly customer service, ongoing training along with access to competitive technology and industry resources through a more personal, relationship-oriented approach to back-office support.

When it comes to serving representatives, call centers have become the norm and one-on-one relationships—the exception. When you call us, your call will be answered by a staff member who is interested in the success of your business and capable to provide you with the answers you need in a timely manner.

At Independent Financial Group, we foster valuable relationships and provide you with exceptional customer service. To

**We're here to help you achieve your full potential. This is the force that drives us— not to be the biggest, but to be the best.**

us, you are a name—never a number.

Our team of experienced professionals is dedicated to building long-term relationships with advisors, their staff and their families. This effort comes from the top-down. Senior management has set the precedent by taking the time to learn about our clients' individual business and their personal well being.

Quality of life is a top priority at IFG and our culture is based on a family-oriented perspective to the work environment. Advisors are encouraged to bring their families to our events and gatherings, creating an opportunity for our staff and advisors to develop deeper, friendlier bonds.

IFG believes that ongoing training is imperative. We therefore provide our representatives with numerous opportunities to expand their knowledge about current operations and compliance related issues, meet with numerous product sponsors as well as participate in breakout sessions and workshops discussing industry trends today. In doing so, we are better equipped to fulfill our mission—

***"To supply our representatives with the products and services they will need in order to provide their clients the utmost in investment opportunity, guidance and planning."***

In an effort to provide our advisors with a diverse range of products and investment strategies to better serve their clients and build their business the way they see fit, Independent Financial Group commits significant resources to due diligence. Whether reviewing a third party money manager, a packaged product offering or an oil and gas program, we understand that you rely on us to help you bring the best, unbiased solutions to your clients.

Our promise is, and will always be, simple: outstanding service, continuing education and access to the tools and resources to help you maintain your competitive edge. Most importantly, Independent Financial Group is a place that celebrates quality of life.

We're here to help you achieve your full potential.

***This is the force that drives us— not to be the biggest, but to be the best.***



To learn more about becoming a part of IFG's success story, contact David Fischer in our home office at 800.269.1903 or via email at [dfischer@ifgsd.com](mailto:dfischer@ifgsd.com). For more information, please visit our website today, at [www.ifgsd.com](http://www.ifgsd.com).