



Going Independent: Is a Branch Your Best Fit?

Joining an established Branch Office can provide the unique combination of independence and support you need to prosper in today's uncertain market.

Remember the first time you left home? Whether it was for overnight camp or college, your excitement over a new adventure was probably tempered with some apprehension of the unknown. As much as you wanted to assert your independence, you worried you might miss the comforts of home.

It's no different in the business world. If you're among the record number of registered reps considering making a move from a wirehouse to an independent broker/dealer, you share a similar worry: Do I have what it takes to succeed on my own, especially in an uncertain market where the competition is greater than ever before?

But what if your move to an independent business model could be free of those "Can I afford the rent?" worries that drain your productivity? What if you could increase your payout and offer your clients greater product selection and superior service, but retain the administrative business support so crucial to your success?

Securities America Inc.'s Branch Offices offer the benefits of independence without all the hassles that come with having to sign an office lease, furnish the space, hire support staff, and set up phones and other essential equipment. Joining an established Branch Office of an independent broker/dealer is the perfect platform if you are looking for the increased flexibility and earning power that comes when you strike out on your own, but are reluctant to give up the administrative support and group benefits you're accustomed to.

What's more, as one of the largest independent broker/dealers in the nation, Securities America can provide a number of additional business-boosting benefits – everything from professionally-developed marketing programs to study groups and coaching collaboration. Yet while your work environment can be as plug-and-play as it is at the wirehouses, moving to a Branch Office enables you to offer your clients a broader range of products and services while keeping more of what you earn – and that bodes well for future growth.

The success of our well-established Branch Office model stems from the forward-looking philosophy that allows you to create the business model that works best for you and your clients. For example, you can choose to run your business on either a Supported Advisor or an Independent Advisor Platform, each with a different payout grid and support level. Your options might range from the Supported Advisor business model that provides a 60% payout and covers rent, administrative costs, and insurance to the Independent Advisor model with a 90% payout where you cover all your expenses. Either way, when you factor in that your current wirehouse payout likely has dropped by 10-15% -- and that wirehouse brands no longer carry the cache they once did -- the Branch Office is an attractive option on many levels. Note, too, that we grant you the flexibility to begin in the Supported Advisor mode and transition to the Independent Advisor model as your business and confidence grow.

In a year where wirehouse turmoil and down markets have combined to create uncertainty among employee representatives, recruiting at independent broker/dealer firms has exploded.* However, before you get caught up in confusing sales pitches from multiple broker/dealers, it's important first to spend time evaluating your own strengths and your plans for the future. Before you begin interviewing independent broker/dealers, spend some time analyzing your own business.

As a starting point, ask yourself these questions:

- What are the product and service needs of your top clients?
- What do they want that you currently can't provide?
- Do you need specialized support services such as estate planning or trust services?
- How do you want to be paid?
- Are you moving toward something (versus running away from something)?
- If you become a registered representative of a particular broker/dealer, how will your reputation be enhanced (or diminished)?
- Do you want to carry the full responsibility for running your own business or would working in an established Branch Office environment provide a better structure for your personality, temperament and business needs?

To measure your entrepreneurial nature and gauge your readiness to strike out on your own, you may find it helpful to complete Securities America's "[Going Independent Quiz](#)."

Going independent has many advantages, but it's not for everyone. Joining an existing Branch Office may be just the stepping stone you're looking for. By joining one of Securities America's Branch Offices, you can enjoy the best of both worlds – increased independence and greater earning power with the comfort and security a successful, established Branch Office provides.

**"Two Surveys Support Idea of Wirehouse Exodus", *Investment News*, Nov. 2008

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