



Your Growth Is Our Business

First Allied Securities is a privately owned, full-service broker/dealer founded in 1994 with a vision of providing independent financial advisors with cutting-edge technology, innovative products and exceptional service. Over almost two decades, this vision has been refined into a simple, clear-cut goal: to partner with accomplished financial advisors who share our desire to grow their businesses.

We support our select advisors with first-class resources that include specialists and industry-renowned authorities who develop programs and strategies not available outside of First Allied. We are dedicated to helping our independent advisors achieve their individual goals; therefore, our focus is on the individual advisor and delivering the resources necessary to potentially maximize individual success. The collective individual achievements of our advisors is the best measurement of First Allied's success.

First Allied helps you stand apart from the competition with a number of turnkey marketing programs avail-

able only to our affiliated advisors. This growing roster of programs covers the client spectrum, meeting the prospecting needs of diverse advisors and their specific target markets.

The result? First Allied advisors earned the highest average produc-

tioned 66 percent more than those who have not participated in the program during that same period.*

If you are searching for a broker/dealer that will invest in you throughout the entirety of your career, then look to First Allied. If you are the kind

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tion of all independent advisors in the country in 2010 and 2011, according to *Investment Advisor* magazine.*

The Proof Is in the Results

In short, if you grow, we grow.

How do we know our formula works?

Advisors who have been fully engaged in our First Allied University program between 2008 and 2011 have

of advisor who is driven to reach new production levels while remaining true to your clients' best interests, give us a call. We are confident we are the home for advisors who truly want to build the business of their dreams.

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800-336-8842

www.joinfasi.com

* *Investment Advisor* Magazine (data as of 4/10 & 4/11 average annual gross per advisor, provided by broker/dealer).

**This figure is based upon an analysis covering 2008, 2009, 2010 and 2011 comparing the annual revenue growth of 509 advisors at First Allied. The advisors are broken into two groups and the annual difference in gross revenue growth between the groups is combined across the measurement periods. The first group represents 162 advisors who are fully engaged and participating in the First Allied University training and education program (i.e., engaged advisors). The second group represents 347 advisors who have not yet attended First Allied University and are not engaged in the business development program (i.e., non-engaged advisors). In order to be included in the study, the engaged and non-engaged advisors had to have measurable data for the entire measurement period. There were engaged and non-engaged advisors who were excluded due to inaccurate or incomplete data. As a result of the successful progression and evolution of the development program, the methodology of the data collection in 2008 differs from the data collection methodology in subsequent years included in this analysis. However, it is believed that the data represented above accurately reflects the impact on advisor growth during this time frame.

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