

## **First Asset Financial Support Service to Representatives:**

Our greatest asset is our experienced staff and their dedication to provide you with accurate and timely solutions to your business needs – so you can focus on the needs of your clients. The “Midwestern attitude” of the staff means doing whatever it takes to provide reliable support on a personal level. Whether it involves a simple question or undertaking more complex research, our friendly professionals will respond to your inquiries as quickly as possible, ensuring that your business can continue smoothly and without interruption.

Unlike many other firms, First Asset does not develop or market its own financial products. We do not make markets in securities, risk firm capital nor push proprietary products. We have one goal, one Mission: Service to our Client---the Registered Representative/Advisor.

First Asset partners with Creative Marketing International, Inc. (CMIC) to provide quality service in the insurance arena. With experts in equity index annuities, term life, whole life, long term care, and fixed annuities, CMIC experts provide premier service to our Representatives. In addition, First Assets allows a payout of 100% of the “street level” commission to its Representatives directly from CMIC. Of course, if you are an experienced insurance agent, you may maintain your current relationships and continue to offer insurance products through your current channels (with the exception of equity indexed annuities and fixed annuities). Click here to view CMIC’s website:

Further Representative support is given by our clearing firm, Southwest Securities, Inc. (SWS). SWS is a publicly traded company listed on the New York Stock Exchange (and is, itself, a Member Firm of the NYSE!). SWS provides a broad range of investment-related products and services, which include clearing, execution, settlement and management information services. By leveraging their technology, products and operations capabilities, our clearing firm provides a comprehensive package of products and services. From insured free checking to fixed income offerings, Representatives will realize that the tools are provided to compete with the largest of brokerage firms. The web-based trading platform is superb and provided to Representatives at no charge. Comprehensive training is provided through on-line videos and instruction modules.

Our “sister” company, Chief Advisors Corporation, provides access to some of the finest money managers.

At First Asset you will have the freedom and flexibility to structure you own investment or insurance practice to suit your needs and lifestyle. You will not be pressured to sell specific products or to meet monthly quotas! This means you will have the freedom to tailor your business the way YOU want it.