

Why First Asset Financial?

Our brokers are truly independent supported by an experienced home office staff with personalized marketing support and hands-on issue resolution resources. Our staff demonstrates willingness to go above and beyond to help ensure that your business needs are met.

The benefits of joining First Asset Financial are many, and they start with exceptional service from top to bottom. We learned a long time ago that paying attention to the smallest of details is sometimes more cherished than large, sweeping accomplishments.

For example, most investment professionals appreciate having the phones answered by a warm and courteous receptionist, in place of an automated phone system. Others enjoy developing long-term relationships with our trained support staff, as opposed to having their calls routed to a high-volume call-center. And, still others value having access to, and the gratitude of, First Asset Financial's senior management team, when they have an idea or suggestion for how to improve service. These are all small but important details, which are part-and-parcel of our corporate culture.

Listed below are some of the more significant advantages of being affiliated with First Asset Financial, and our unique brand of *independence*.

- Choose among a long list of comprehensive quality products. There are not quotas, firm sponsored products, or pressure to sell any specific investment.
- Chose from "old" or "new." You can still send orders with paper applications or you can access technology using our clearing firms direct web service and/or Advisors Assistant to streamline many tasks inherent to our industry and have client account information at your fingertips 24/7.
- Competitive payouts—up to 90%. Payouts "ramp up" quickly for lower producers.
- Direct access to firm management with prompt responsiveness in an efficient and friendly manner in keeping with the Midwestern values of a firm located in the heart of the country. Sometimes, getting a fast and accurate answer to an important question is the difference between success and failure!
- Build equity in your career and enhance your personal brand. Increase the value of your business by developing and marketing your own name and reputation.

- Choose your own business model and strategy. Decide whether to offer fee-based or commission-based services. Decide whether to be a sole practitioner or join in with other licensed partners. Decide where to locate an office, hire staff or even a family member.
- Maintain your complete independence by not having in-house proprietary products.
- Your clients are your clients. We are your strategic partner and service provider assisting you in maintaining and expanding your client list.
- You are our client. We are singularly dedicated to your success and growth. We believe that our business, like life, is really all about quality of personal relationships.
- You are in control of your own expenses and pay for the commercial aspects of your business as you see fit. We recognize you as small business owner.
- You will receive a highly competitive payout. Growing your top line, while controlling costs, will only improve your bottom line.
- Part-time reps are welcome! If you have an insurance, tax, mortgage or other practice that is complemented by securities sales, you may find a home at First Asset which has low annual production requirements. Both Series 6 and Series 7 reps are welcome at First Asset.
- Your input is both welcomed and valued at First Asset Financial.

If you are an experienced financial professional looking for true independence, fair compensation and an honest, straightforward relationship with your broker/dealer, consider First Asset Financial Inc. as the last broker dealer you will ever need.

Small firm accessibility – Large firm capabilities