



Welcome to Advisors' Pride.

Advisors' Pride is a membership based financial professional's services organization. The membership is made up of fiercely independent financial professionals that have chosen to work with us to better pursue their personal and business objectives.

The name Advisors' Pride, has a deep meaning to the professional team that serves our members. There are two meaningful identities that make up that name. A *Pride*, of course, is how one would refer to a family of lions. Lions are a strong, independent, yet social animal that depends upon its

family for support. We are a Pride of Advisors. Additionally, just as someone may refer to their spouse or child as their pride and joy, our members are our *Pride* of this organization. Therefore, the best and only true name for the organization is Advisors' Pride.

We strive for our members to feel the sense of family and the pride of being associated with our organization. We exemplify respect, honesty, responsibility and communication. These are values that build a strong business foundation as well as building trust and confidence in all our Advisors' Pride members.



The will to win, the desire to succeed, the urge to reach your full potential... these are the keys that will unlock the door to personal excellence.

– Confucius

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FT 300 Ranking June 2017

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FT 300 Ranking June 2018

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