

# ONE PLATFORM

We partner with select financial advisors by providing a comprehensive solution designed to simplify, grow, and maximize the impact of your practice.



WE CAN  
HELP



## Enhance Your RIA

Do you already have an RIA but need more efficiency and infrastructure to take your firm to the next level?



## Affiliate with a More Competitive RIA

Are you tired of rising costs and lack of tangible value provided by many of the independent advisory firms?



## Let's Start Your RIA

Would you like to establish your own independent RIA, but don't exactly know where to begin?



## Buy a Practice or Build Succession

Do you have interest in buying a practice or structuring a buy-out strategy for your business?

# OUR MISSION

Alpha is a measure of an investment's excess return relative to its benchmark after accounting for the risk involved. Our goal is to help our advisor partners systematically deliver an extraordinary client experience and excess results relative to the average financial advisor. Our team, infrastructure, and drive have an unwavering focus on adding alpha to your practice.

*advisory*

148 S. River  
Ave. #301  
Holland, MI  
49423  
email@adviso  
ryalpha.com  
866.530.1400

Copyright ©  
2019,  
Advisory  
Alpha. All  
rights  
reserved.  
Investment  
advisory  
services  
offered  
through  
Advisory  
Alpha, LLC a  
SEC  
Registered

Investment  
Advisor.

FULL  
DISCLOSURE