YOUR SUCCESS OUR INSPIRATION

ABOUT ADVISORNET FINANCIAL

AdvisorNet Financial gives independent financial advisors the freedom to focus on their business by offering industry expertise and operational support so they can excel in their practice.

REPUTATION

Building a strong and respected reputation takes time; AdvisorNet Financial has been helping independent financial advisors serve their clients and establish their reputations since 1959.

RELATIONSHIPS

As an independent financial advisor, your focus is on building relationships with your clients so that you can serve them well. Our focus is on building relationships with you.

RESOURCES

AdvisorNet Financial offers independent financial advisors a full circle of services to meet and support the individual needs of your unique practice, wherever you need it.

Our core values define who we are, shape our culture and guide how we do business.

COMMUNITY

PASSION

COLLABORATION

INTEGRITY

EMPOWERMENT

275

46

$12B+

ADVISORS | OWNERS | AUM

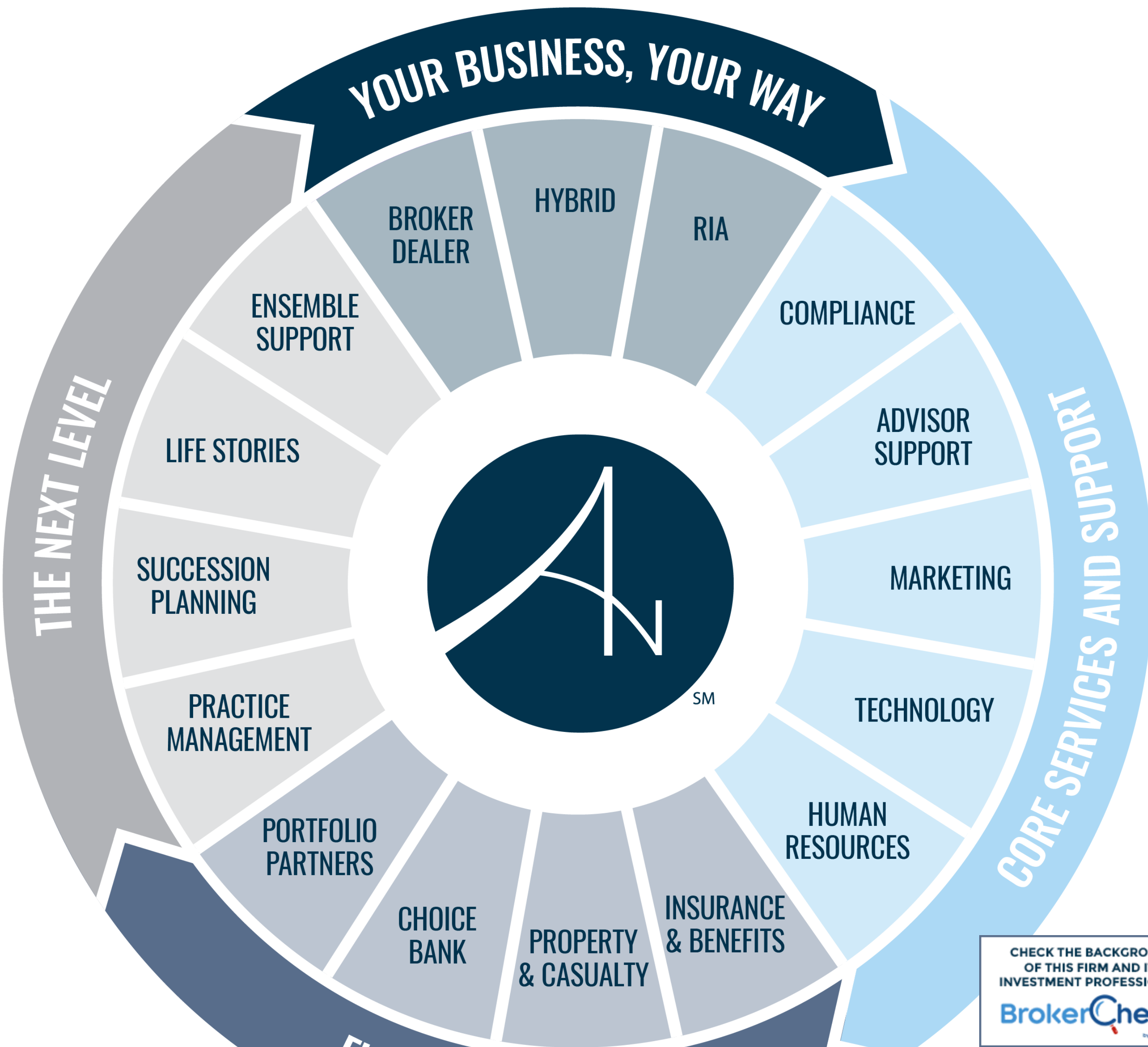
1959
FOUNDED

88
EMPLOYEES

OUR SERVICES

With a unique model of inter-dependence, AdvisorNet Financial provides back-office functionality and resources you can depend on to improve your competitiveness and client services.

You receive the support you need to build your practice through technology, marketing, HR, compliance, and advisor support. Further, we offer practice management, succession planning, ensemble support, and other value-added services to take your business to the next level. Whether you do RIA business, broker dealer or both, AdvisorNet is flexible; we give you the independence to serve your clients the way you have always wanted to.



YOUR BUSINESS. YOUR WAY.

RIA

AdvisorNet Wealth Management is our registered investment advisory platform. We partner with entrepreneurial advisors who are looking for independence without sacrificing valuable infrastructure or operational excellence. With a multi-custodial platform offering, our business model is flexible and built to scale.

BROKER DEALER

Through our association with Cetera Advisor Networks, LLC, our registered representatives can offer securities and investment advisory services on a scale with the nation's leading broker dealers/registered investment advisors. We offer full broker dealer representation and access to all of Cetera Advisor Networks tools and technology along with dedicated support and training.

Cetera is under separate ownership from any other named entity.

HYBRID

Setting up a hybrid relationship allows you to partner with our associated broker-dealer, Cetera Advisor Networks, as well as our RIA, AdvisorNet Wealth Management. Being hybrid can allow you to use an alternative RIA platform while still leveraging the services of a broker-dealer.

CORE SERVICES AND SUPPORT.

COMPLIANCE

Our dedicated compliance team acts as a liaison between your office and Cetera Advisor Networks. They take a consultative approach to advertising and trade review which can help expedite the review process.

ADVISOR SUPPORT

Align your business with our team of dedicated and knowledgeable support professionals to ensure a seamless experience when looking for support for your practice. AdvisorNet support team members manage on-boarding orientation and continued training on topics like ad review, case preparation, retail workflows, security risks, and more.

MARKETING

Building a distinctive brand helps your practice stand out. AdvisorNet Marketing is here to advise you on the messages and strategies to engage your target market. We provide in-house design, branding, event planning, websites, and strategic marketing support for your business.

TECHNOLOGY

We understand the software and hardware requirements needed to sustain a growing financial practice. We work with in-house and remote advisors to secure their systems, consult on software and business solutions and provide the training and support you need to run a successful business and support your clients.

HUMAN RESOURCES

AdvisorNet Financial further supports your practice as a partner for outsourcing Human Resources. Give your vantage by partnering with an HR manager.

FULL SERVICE.

INSURANCE & BENEFITS

AdvisorNet Insurance acts as a full-service brokerage agency to assist in analyzing both you and your clients' needs. Additionally, AdvisorNet Benefits assists you to with client employee benefit needs. Both departments will assess carriers and review existing plans to rein in costs and gain competitive, quality insurance and benefits.

PROPERTY & CASUALTY

Identifying and minimizing financial risk promises a greater sense of security, a lucrative component to both your practice and clients. With AdvisorNet Property & Casualty, you will be linked with reputable risk management companies, working with a select group of experts who can analyze your options to fit your client's needs.

CHOICE BANK

Banking and lending services are available through our relationship with Choice Bank. Advisors and clients can take advantage of Choice Bank checking, money market and health savings accounts, and CDs all with competitive rates.

PORTFOLIO PARTNERS

AdvisorNet Portfolio Partners works to make advisory business easy for you. This team of professionals provides portfolio management, back-office support and streamlined trading resources, allowing you the time to focus on growing your business and solidify client relationships.

THE NEXT LEVEL.

PRACTICE MANAGEMENT

Rely on AdvisorNet Financial to support your business growth with case prep and practice management support. With our software, research and analysis services, we offer the infrastructure for an optimal business management process and sophisticated client service.

SUCCESSION PLANNING

AdvisorNet Financial has the resources to assist you in objectives planning for your business and family. We offer tailored analysis and consulting to develop an effective estate plan, business succession/exit plan, executive compensation program, and retirement and risk management plans.

LIFE STORIES

With Life Stories, you can capture your client's history and life story. And through their relationship with you, how they arrived where they are today. Through storytelling, photographs and more, the leather-bound Life Stories books will be a treasure for generations to share.

ENSEMBLE SUPPORT

AdvisorNet Financial knows that supporting a multiple-advisor practice takes scale, integrated technology, and experienced leadership. We are able to provide coaching/practice management to support ensemble practices and encourage networking and best practice sharing.

MEET OUR TEAMS

Our team of experienced experts bring a wealth of knowledge and a spirit of service to everything they do. Meet the team that is dedicated to supporting you and your business.

EXECUTIVE TEAM

INSURANCE & BENEFITS

WEALTH MANAGEMENT

PORTFOLIO PARTNERS

ADMINISTRATION

MARKETING & ADVISOR SUPPORT

CETERA/OSJ

FIND AN ADVISOR

OUR HISTORY

1959 1960 1980 1985 1990 2006 2010 2011 2017

1959

With 60 years of experience today, AdvisorNet Financial began as a modest company by the name of Strommen & Associates. Founded by Clair Strommen in 1959, the group had just five associates and one staff person.

1960

During the 60s, 70s and early 80s, Strommen & Associates and scale opening offices in Duluth, North Dakota, and int Wisconsin. The main office was located in St. Paul on Univ several addresses, eventually residing at 2469 University A Strommen Building.

"What has made us a great firm in the past will make us great in the future. Our reputation is what we are known for now."

—DAN MAY, PRESIDENT AND CEO

Community Involvement

OUR AVERAGE ANNUAL INVOLVEMENT WITH CHARITABLE ENDEAVORS

10000+
HOURS SERVED

250+
CHARITIES

$ 1.5
MILLION RAISED

"AdvisorNet Financial has a rich tradition of supporting great causes and encouraging people to get involved in charitable organizations that speak to them."

—DAN MAY, PRESIDENT AND CEO

JOIN ADVISORNET

We provide back-office functionality and key industry products and resources to improve your competitiveness and client services. You get the support you need to build the practice of your dreams and the independence to serve your clients the way you have always wanted to.

Join AdvisorNet (http://www.joinadvisornet.com/)

StarTribune TOP 150 WORKPLACES 2018

FT FINANCIAL TIMES Top Financial Advisers 2018

green minneapolis

bestprep

(//brokercheck.finra.org/)

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FIND AN ADVISOR | CAREERS | PRIVACY POLICY

**Individuals notated are not affiliated with Cetera Advisor Networks LLC*

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CHECK THE BACKGROUND OF THIS FIRM AND ITS INVESTMENT PROFESSIONALS
BrokerCheck by FINRA