

# BIGGER DREAMS. BOLDER IDEAS. BETTER SOLUTIONS.

ADVANCING WHAT'S NEXT

Based in San Diego, First Allied serves as the firm of choice for independent financial advisors from across the nation who seek to grow their businesses.

The firm is a leader in developing meaningful partnerships with business owners who seek to help their clients reach their financial goals, and have been doing so for over three decades.

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## HEAR FROM OUR ADVISORS

*“I can say without a doubt, that we wouldn’t have gone through the growth we have without their help.”*

—Joe Perry, President of Aviso Financial

Expect to be surrounded by a team focused on delivering growth solutions for your business. But don’t just take our word for it—hear from Joe Perry. He's experienced an efficient transition and executed multiple successful acquisitions since joining the firm.

[HEAR MORE SUCCESS STORIES](#)

## TRANSFORM YOUR BUSINESS

**Advisor programs and platforms enable you to enhance your knowledge, build the foundation for scalable growth, expand your marketing reach and adapt to an ever-changing regulatory environment.**



**WEALTH MANAGEMENT UNIVERSITY**

Gain knowledge on complex investing issues, working with affluent clients, and growing your

[business.](#)  
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**PENTAMETER®**

Optimize your business with this practice management tool and consulting process.

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**CONNECT2CLIENTS®**

Create ongoing marketing campaigns for current and prospective clients on a personalized basis.

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**DOL DYNAMIQS®**

Get resources to help you identify where and how your practice will be impacted by the Department of Labor (DOL) Rule.

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**THOUGHT LEADERSHIP**

FIRST ALLIED SECURITIES, INC.

## Achieving Profitable Growth

Discipline in financial management is a defining characteristic of a successful independent advisory business. Because it is easy to ignore in the face of the many demands on the financial advisor/owner, it is also absent in most firms and one of the contributing factors to the large number of small practices that dominate the industry. The stakes are high when it comes to a firm's success in careful management of its finances; practices that generate a comfortable profit margin can sustain reinvestment in support of growth at a rate their peers envy and ultimately command a higher multiple in a liquidity event.

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### ACHIEVING PROFITABLE GROWTH

Structure a profitable financial advisory practice.

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FIRST ALLIED SECURITIES, INC.

## Business Continuity and Succession Planning

Every day you ask your clients to examine all aspects of their lives so that you can help them plan for their futures and set in place structures and solutions for every possible contingency. You likely tell them the more they plan and the more what-ifs they consider, the better off they will be.

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### BUSINESS CONTINUITY & SUCCESSION PLANNING

Create a continuity plan and establish your succession.

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## ENHANCE THE VALUE OF YOUR BUSINESS

TURN YOUR LIFE'S WORK INTO YOUR LEGACY & YOUR RETIREMENT PLAN  
What type of business do you want to have? As an independent advisor, you have the benefit and the burden of making choices about your future. Only you can define the optimal business model that fits your needs and dreams. Planning for that objective should start now. Here, today.

- |                            |   |
|----------------------------|---|
| 1 CREATE A CONTINUITY PLAN | 4 DETERMINE WHAT YOUR BUSINESS IS WORTH |
| 2 DEFINE YOUR GOALS        | 5 CREATE A PLAN TO BUILD VALUE          |
| 3 EVALUATE YOUR BUSINESS   | 6 CREATE & EXECUTE A SUCCESSION PLAN    |

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### ENHANCE THE VALUE OF YOUR BUSINESS

Enhance the value of your firm, and leave a legacy.

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Check the background of this firm on FINRA's [BrokerCheck](#).

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- DRIVING GROWTH
- DELIVERING PARTNERSHIP
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