

# *Copy for Advisor Recruiting Website*

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## **Build Your Business Your Way, in Your Clients' Best Interest With a Cornerstone Firm**

If you'd like to serve your clients under the banner of a firm unblemished by the tides of change in our industry – a firm that puts the client and you ahead of itself, you'll want take a close look at (Firm Name).

During the past 115-years, we've stood the test of time through two world wars, the Great Depression and several other recessions and bear markets. Now with more than 700 branch offices and 7,000 financial consultants nationwide, we are one of the nation's largest and most respected investment firms. For the fifth consecutive year, we were named by Fortune Magazine as one of "The 100 best companies to work for in America."

### **Is It Worth Changing Brokerage Firms Once You're Established?**

It depends on your reasons. Many firms promise the same things on the surface – products, payouts, technology, support, independence, front-end bonuses and on and on. But beyond this, there are several "beneath the surface" questions you ought to seriously ponder:

- Will the firm you're looking at honestly keep its hands off your business?
- Will they let you manage your client relationships the way you see fit without any pressure to sell specific products or follow management agendas?
- Are they genuinely supportive and dedicated to your success at both the branch and home office levels?

The answer to these questions at (Firm Name) s is a resounding "Yes." You'll be respected and treated with dignity as a true entrepreneur. You'll be at the center of your client relationships. You'll choose the types of clients you want to work with, the products and solutions you sell, your pricing structures and marketing methods. And no matter what size your accounts are, they'll never be sent off to a service center where your clients' inquiries are handled by a phone staff.

### **Our Culture Separates Us**

How can a firm in the Midwest rank alongside landmark Wall Street giants? It's because of our "client-first" business philosophy. We believe the most critical relationship is the bond of trust between our clients and our financial consultants. Over the years, our against-the-grain culture has produced profits and long-term employment records envied by other brokerage firms.

### **Enrich Your Career by Enriching Your Clients**

If you're looking for a home where you can build your business your way in the best interest of your clients, [click here](#) for details on:

- A generous compensation plan
- Ongoing training and professional development
- The latest technology to support your business
- Attractive incentive programs
- An extensive line of investment products and services
- A headquarters support staff dedicated to your success
- An account transfer process you can tolerate
- A superior employee benefit package including several health plans, disability and life insurance programs, one of the best 401(k) plans in the country, and employee stock purchase and restricted stock option plans.

## Job Description:

If you'd like the freedom to run your business your way in the best interest of your clients, you'll want to get to know (Firm Name). If you haven't already seen our [firm profile](#), please do so. Then consider the many other advantages of joining us below:

**Full Line of Products and Services.** As a full-service investment firm, (Firm Name) offers a spectrum of products and services – stocks, bonds and mutual funds; financial, retirement and estate planning services; tax-advantaged investments; professional money management; insurance and annuities; futures and commodities; trust services through (Firm Name) Trust Company FSB and much more plus institutional services including investment management; investment banking; trading and research; retirement and benefit plans; and services for closely held businesses and nonprofits.

**Extensive Headquarters Support.** Our top executives, our investment, financial and estate planning professionals and award-winning analysts stand ready to serve you and your clients. Our key departments include Securities Research, the Bond Department, Defined Portfolios (UITs) Group, Economic Research, Equity Options, Corporate Syndicate, Futures, Private Money Management, Market Analysis, Managed Products, Private Client Services and Investment Strategy to handle the needs of all investors including the most complex planning needs of high net worth individuals

**The Newest Technology to Strengthen Your Client Relationships.** Our powerful broker workstation helps you keep in close touch with your clients. You'll create your own Web page, have a complete set of desktop financial planning tools and be able to do extensive target marketing to your client base. Your clients will also be able to access their account information on our online account-access service.

**Ongoing Training and Professional Development.** You'll have continuous opportunities to develop your skills and keep up with the latest industry news through national and regional conferences, our national broadcasting TV and audio networks and online 24/7 through our intranet. This year, Training Magazine named us one of the "Top 50 Training Organizations" in the country.

**A Generous Benefit Package.** Several health plans, disability and life insurance programs, one of the best 401(k) plans in the country and attractive employee stock purchase and stock option plans make our benefit program among the most attractive in the industry.

**Attractive Incentive Programs.** Many sales-recognition and award programs are available. Higher-level producers can earn trips to impressive destinations around the world such as Ireland, Hawaii, Aspen and Monte Carlo.

**Lucrative Compensation.** When you add the dollar value of our benefit package including your payout, bonuses, profit sharing, restricted stock and stock options, stock purchase plans, medical and other benefits, your compensation can total up to as much as 55% of your gross production. We may not try to lure you with front-end bonuses, but most brokers who've been through the front-end bonus route know that in reality it's a handcuff. At (Firm Name), we pay our people for staying – not joining.

**A Tolerable Account Transfer Process.** Transferring brokerage firms may not be enjoyable, but we can help make the transition from your current firm as painless as possible. We'll work with you through the contractual issues involved in transferring from your present firm to (Firm Name) and provide a comprehensive transfer training program at our headquarters.

## Your Move

Do you have a personal philosophy that put your clients' interests in front of your own?  
Do you have above-average production record and a clean compliance record?  
If so, visit our Careers section at [xxxxx.com](#), or call (Personal Contact Name) at xxx-xxxx.