FINANCIAL INSTITUTIONS

# Institutional scale, trusted relationships, and a self-clearing platform

- Over 1,600 advisors
- 12% annual average AUM growth, 2022-2024
- 100% retention rate[1]

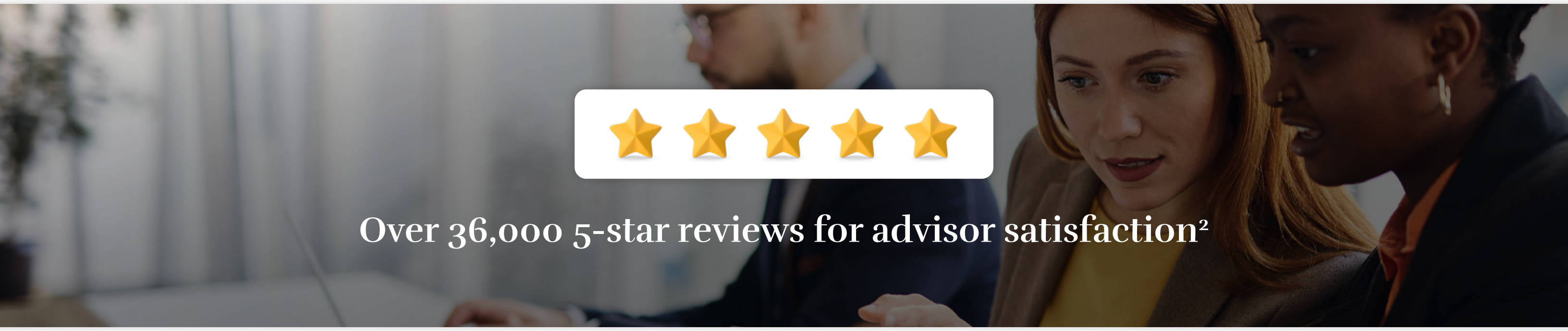
Now in our fifth decade guiding financial institutions toward outsized growth, recognition, and value to their communities, we know that no two institutions are alike. That's why Cetera works closely with your program to help achieve top- and bottom-line goals, providing bespoke services without compromising the trust, brand, or client experience that sets you apart.

## Serving bank and credit union wealth management programs

Self-clearing for fast execution, real-time data processing, and unparalleled service

Fully customized solutions built around the needs and culture of your bank or credit union

Comprehensive client referral support system for achieving unprecedented growth



Over 36,000 5-star reviews for advisor satisfaction[2]

## Big-firm resources

**Self-clearing capabilities:** capture all trading data swiftly and efficiently, so you can gauge program profitability and make more informed decisions.

**Comprehensive support:** accelerate every aspect of your investment program with support for staffing, efficiency, productivity, marketing, and training.

**Award-winning technology:** connect to client needs with detailed data integration and a real-time account portal that displays holdings, trade statements, confirmations, and more.

## Small-firm relationships

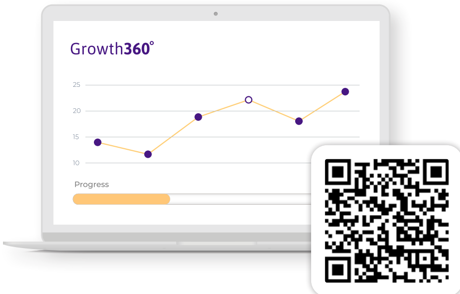
**A family feel:** join our specialized support communities, engaging with understanding peers and an executive team averaging 23 years of tenure.

**A single point of contact:** access resources and expertise easily with your own dedicated Regional Growth Leader and Regional Growth Team.

**Multi-stage support:** get what you need when you need it, with tailored solutions and coaching that meet you where you are in your program's growth.

[1]All data as of YE 2024. [2]Based on Cetera's Support Center customer experience surveys, Nov. 10, 2020 – Mar. 31, 2025.

# Where Independence Finds the Structure to Scale




### Program growth.

We'll identify your growth opportunities, then put the right resources and practices to work for you.


### Increased wallet share.

Cetera's all-in-one interactive platform makes it easier for clients to explore new options with your advisors.

### New talent to help you advance your program.

We can make skilled advisors available whenever and wherever you need them.

### More valuable relationships.

Uncover hidden opportunities for clients with our suite of AI-powered solutions and services.



Cetera®