

Freedom from the ground up for the fiercely independent

- Over 2,400 affiliated advisors
- 18% annual average AUM growth, 2022-2024
- 94% retention rate¹

Whether you're a solo shop, team, or ensemble, Cetera's independently supported peer communities offer the resources you need to manage and scale your business. Here, there are no limits—just tailored solutions and dedicated teams that understand your business model and facilitate growth.

Serving advisors and ensembles focused on affluent or high-net-worth clients

Customized in-office support for all phases: onboarding, growth, and succession

Flexible affiliation options to fit OSJs, teams, and individual business owners

A dedicated growth leader and growth team for deep, daily support of your individual needs



Over 36,000 5-star reviews for advisor satisfaction²

Big-firm resources

Comprehensive solutions: enhance your capabilities with over 70 unique services and solutions, plus best practices used by 12,000 financial professionals.

Award-winning technology: gain a comprehensive tech stack of more than 40 tools with end-to-end digital workflows and dedicated support teams.

Leading-edge investment platforms: leverage more than 100 strategists, nearly 400 separate account managers, and a vast array of securities.

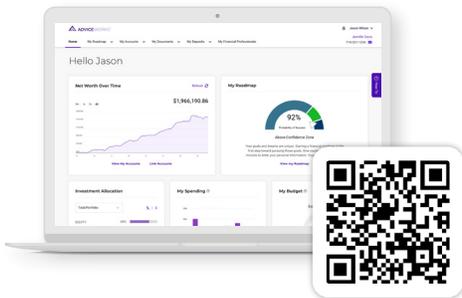
Small-firm relationships

Personalized for you: join a close-knit culture in our specialized support communities, with peers and leadership who understand your business model.

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 business.

Where Independence Finds the Structure to Scale



A personalized, seamless transition.

Our award-winning onboarding experience melds technology and customized planning to keep you in control.



Growth you can count on.

Looking to grow organically, through hiring, or by acquisition? We can help you do it with unprecedented confidence.



A powerhouse brand that helps you stand out.

Set yourself apart in the race to engage clients, attract prospects, and recruit new talent.



More valuable relationships.

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

Cetera Financial Group (Cetera) is a network of independent retail firms, including those that are members of FINRA/SIPC: Cetera Advisors LLC; Cetera Wealth Services, LLC (formerly known as Cetera Advisor Networks); Cetera Investment Services LLC (marketed as Cetera Financial Institutions or Cetera Investors); and Cetera Financial Specialists LLC. Entities registered as investment advisers with the Securities and Exchange Commission include Cetera Investment Management LLC and Cetera Investment Advisers LLC. Cetera's principal office is located at 655 W. Broadway, 11th Floor, San Diego, CA 92101.

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