

## Powering what's next

- Turnkey platform partnership
- Premium service and support
- Resources to rival larger RIAs at just \$75M AUM and up

No matter your size, operating as a hybrid or standalone RIA is greatly simplified within Cetera's independently supported peer communities. Instead of traditional trade-offs, build your platform for growth on your terms—with tailored solutions, consultative support, and dedicated teams to help you build enterprise value.

## Serving pure-play RIAs and IARs focused on mass affluent or high-net-worth clients

Flexibility and choice of business models, with ability to move between models at your pace

RIA-style control and payouts without loss of scaled platform or community support

High-touch, direct custodial relationships available exclusively to Cetera affiliates



Over 36,000 5-star reviews for advisor satisfaction<sup>1</sup>

### Big-firm resources

**Choice and flexibility:** grow your way with IAR-only and hybrid RIA business model options that allow hands-on or outsourced portfolio management.

**Comprehensive solutions:** enhance your efficiency and client experience with a full range of compliance, custodial, and consultative solutions.

**Award-winning technology:** integrate your advisory work via Orion within our AdviceWorks® platform, featuring digital workflows and dedicated support.

### Small-firm relationships

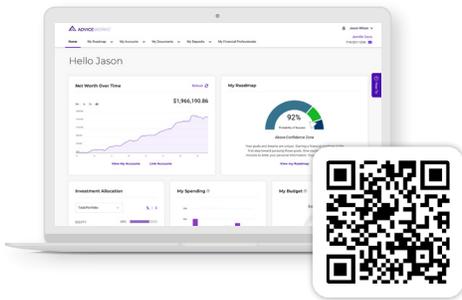
**Personalized for you:** join a close-knit culture in our specialized support communities, with peers and leadership who understand your business model.

**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.

<sup>1</sup>Based on Cetera's Support Center customer experience surveys, Nov. 10, 2020 – Mar. 31, 2025.

# 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.

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