

Switching Broker-Dealers: 10 Questions to Help Guide Your Decision

As you consider transitioning your business, it can be a challenge knowing what to ask yourself to ensure you find a partner who can not only support your business's growth but will also align with your values and expectations.

Use the following questions as thought starters to reflect on what you need and want from your new firm—and your future:

1. Would I like to grow my organization through M&As, organically, or both?
2. Do I need help developing a continuity or succession plan with either an internal or external advisor or entity?
3. How do I monetize what I built when I retire?
4. What level of flexibility does my team want for portfolio management?
5. Do I prefer an all-in-one technology platform or multiple systems for my advisors and clients?
6. Do I need a broker-dealer who integrates with multiple custodians?
7. How much legal and compliance support does my team want or expect?
8. What kind of culture would be best for the team?
9. Is peer support important to me and my advisors?
10. What kind of support do I need from my new firm as I grow: marketing, educational resources, leadership development, etc.?



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.

Avantax Planning Partners, Inc. is an SEC registered investment adviser within the Aretec Group, Inc. (dba Cetera Holdings, an affiliate of Cetera). All the referenced entities are under common ownership.

For financial professional use only. Not for use with the public.