

Own your business, not the burdens of running it

- Over 400 affiliated advisors
- 17% annual average AUM growth, 2022-2024
- 93% retention rate¹

For employee or wirehouse advisors seeking a path to their own business, Cetera's independently supported branches offer economies of scale, resources, and flexibility. You own your book but not the overhead, enjoying 40% more revenue than traditional models while our tailored solutions and dedicated teams help you grow on your own terms.

Serving advisors focused on independence, ownership, and higher net revenue

Build your brand without paying for an office, buying equipment, or managing HR

Enjoy 1099 ownership with W-2 style acceleration, tailored to fuel your journey forward

Leave the administration, compliance, and on-site support to us



Over 36,000 5-star reviews for advisor satisfaction²

Big-firm resources

Scale and convenience: utilize any of more than 30 offices, all leased, equipped, and staffed by us so you have the option of operating in multiple locations.

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

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

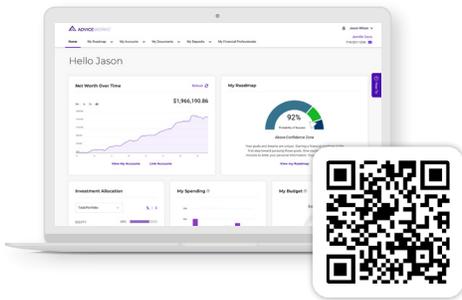
Small-firm relationships

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: navigate all of Cetera's resources easily with dedicated, concierge-style guidance on-site.

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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