

**Referral Rewards Program Terms and Conditions****Effective 4/1/25**

For prospects submitted before 4/1/25, please refer to the prior [Terms and Conditions](#).

The following terms and conditions govern participation in the Referral Rewards program. The terms aim to keep the program fair, accessible to all, and successful in its primary goal: to provide you (the referrer) with a reward ("Referral Reward") for referring other financial professionals and/or financial institutions (prospect(s)) with whom you have a personal connection and who ultimately affiliate with any of the Cetera Financial Group, Inc. ("Cetera") affiliated firms including but not limited to Cetera Advisors, Cetera Advisor Networks, Cetera Financial Specialists, or Cetera Investment Services (the "Cetera Firms"). By participating in the program, you agree to, and agree to abide by, these terms and conditions. Failure to do so may forfeit your ability to collect your Referral Reward, so please read the following terms and conditions carefully.

- The referrer would NOT be eligible to receive a Referral Reward if they would otherwise already personally benefit financially from a prospect joining a Cetera Firm.
- Administrative employees of registered representatives are eligible to participate in the Referral Rewards program, but can only receive rewards based on a prospect's eligible determined trailing 12-month Gross Dealer Concession ("GDC"); they are not eligible to receive promotional rewards that may be offered based on a prospect's commissions earned after joining a Cetera Firm.
- Employees of Cetera or any of the Cetera Firms are not eligible to receive a Referral Reward.
- Your Referral Reward will be calculated in accordance with the bullets below and capped at \$100,000. Factored into the calculations will be Cetera's determination of the prospect's eligible GDC, which accounts for the assumed transition loss considering, but not limited to: (1) guidance from the prospect on their ability to transfer their client assets to a Cetera Firm, and (2) the prospect's current broker-dealer relationship (i.e., financial institution).
- Cetera intends for the program to be run in strict compliance with federal and state laws and all related regulatory requirements. Failure by a referrer to follow Cetera's directions in this regard can result in dismissal from the program and forfeiture of any future Referral Rewards opportunities.
- In order for a referral to be eligible for the program, referrers must submit a completed Referral Rewards submission form prior to the prospect's affiliation with a Cetera Firm, which includes the prospect's name and contact information via the Referral Reward URL link, acknowledge that they have read and agree to abide by the Referral Rewards Terms and Conditions, and such submission must be accepted by Cetera. Additionally, referrer must facilitate a warm transfer which may include an introductory phone call between themselves, their prospect and their Cetera Business Development representative, be active throughout the referral process and provide regular updates to both the assigned recruiter and the prospect, and the prospect must register with a Cetera Firm.
- If the referrer is referring a producing group, the referrer will be paid a Referral Reward only for those prospects mentioned by name on the referral form. The form must be submitted in advance of the prospect's affiliation with a Cetera Firm in order for you to receive the Referral Reward. If two separate referrers submit information about the same prospect, the referrer who submits a completed form first will be eligible for the Referral Reward.
- Cetera will evaluate each form and determine whether the submission qualifies for a Referral Reward.
- The prospect must have a trailing 12-month GDC of \$40,000 or greater from assets on platform at their prior broker-dealer and/or RIA.

- Registration of any prospect with a Cetera Firm is contingent on our customary compliance diligence and business review, and Cetera reserves the right to reject the registration of any prospect at its sole discretion. The referred financial professional must have an acceptable CRD record.
- The referrer and the prospect must be registered with a Cetera Firm at the time of the referral payment. The prospect must affiliate within one year of the referral submission for the referrer to be eligible for the Referral Reward.
- Any prospect already in the Cetera recruiting pipeline as determined by Cetera in its sole discretion prior to any referral will not be considered an eligible prospect for the program. Prospects remain in the pipeline for one year and they are dropped if there is no engagement or firm affiliation.
- Any referral that moves from one Cetera Firm to another Cetera Firm will not be considered an eligible prospect for the program.
- Cetera will not share documentation relating to a prospect with the referrer.
- **Referral Reward Calculations:**
  - Flat Fee Referrals – if the prospect is an individual with an eligible GDC between \$40,000 and \$150,000, your Referral Reward shall be a flat fee of \$5,000 and you will not be eligible for any additional Referral Rewards for that prospect. If the prospect is an institution, see the Institution referral grid below. Please Note: For financial professionals coming from another financial institution or with another firm with a non-solicit agreement, or when the financial professional does not own the book of business, this eligible GDC will be discounted by up to 50%. Each situation will be reviewed for discounting.
  - Individual Financial Professional Referrals – if the prospect is an individual with an eligible GDC over \$150,000, you will earn a one-time Referral Reward payment of 10% of the prospect’s eligible GDC to be paid through the commission system of the Cetera Firm they are affiliated provided your Referral Reward will be capped at \$100,000 regardless of the prospect’s eligible GDC (unless otherwise noted within this document, or through special promotion). Please note: For financial professionals coming from another financial institution or with another firm with a non-solicit agreement, or when the financial professional does not own the book of business, the eligible GDC will be discounted by up to 50%. Each situation will be reviewed for discounting.
  - Financial Institution Referrals – if the prospect is a bank or credit union (“Financial Institution”), your Referral Reward dollar amount will be based upon the payout grid below. Please note: the eligible GDC that is used may be discounted by Cetera by up to 50%. Each situation will be reviewed for discounting.

Eligible GDC	Referral Reward
▪ \$150,000 – \$499,999.99	\$ 2,000
▪ \$500,000 – \$999,999.99	\$ 3,000
▪ \$1,000,000 – \$4,999,999.99	\$ 5,000
▪ \$5,000,000 – \$9,999,999.99	\$10,000
▪ Over \$10,000,000	\$15,000

- The referrer will be paid 90 days after the prospect's official start date with a Cetera Firm. The official start date is determined by the latter of the prospect's approval date with FINRA, the approval date by their home state where the prospect is domiciled or the approval date for their fingerprints. For referrers employed by a Financial Institution, the firm will pay the referrer's Financial Institution, and it will be the Financial Institution's responsibility to pay the referrer.
  - In the event a producing group of financial professionals is responsible for a prospect's referral, the Referral Reward will be made payable to those referrers that are listed on the Referral Rewards form.
  - While we will endeavor to inform any referrers or others actively engaged with us in the program of any changes to the program and publish those changes in a timely manner, the program is subject to change or cancellation at any time and without notice. However, any prospect referral submitted and accepted during the pendency of the program will remain eligible for the Referral Reward even if the program itself is cancelled prior to registration of the prospect.
  - All decisions by Cetera regarding the program, Referral Rewards, terms and conditions, and referrer and prospect eligibility are final. These terms and conditions per the most recent revision date supersede all previous agreements and representations relating to the Referral Rewards program, including any prior version of the Referral Rewards Program Terms and Conditions or any similar agreement by any other name that relates to the same subject matter.
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