

WELCOME TO SFA



THE STRATEGIC  
FINANCIAL ALLIANCE®

WELCOME TO GROWTH<sup>2</sup>

EMPOWERING THE INDEPENDENT

## WHO WE ARE

The Strategic Financial Alliance is a new generation financial services organization that goes far beyond traditional broker-dealer, RIA and Insurance transactions to provide a strategic, open, and professional business development platform for you and your practice. Our platform enables you to offer your clients a comprehensive planning approach to their entire financial lives – one that can be most effective in helping to protect, preserve, accumulate, and transfer wealth. Additionally, we provide the technology and support you need to manage your office - so you can stay more focused on what makes you successful.

Our advanced holistic approach and platform not only supports you better as an independent advisor, it offers dynamic new practice growth opportunities and business support services, **now available** from a single financial services provider.



## WHY WE ARE

To succeed in today's economic environment, you need a financial services organization specifically created to support the realities and requirements of today's independent advisor.

There are two areas that every successful advisor must focus on. One is growing your practice – being an expert provider of wealth management services to your clients. The other is running your office – a separate reality, but just as important to your success. Put them together and you have a truly complete Practice Management Solution. Since most broker-dealers do not support today's independent advisor beyond compliance and regulation, they leave vital areas for growth unsupported and underserved. This is one of the key reasons why we created The Strategic Financial Alliance.

SFA has moved beyond the traditional broker-dealer structure. We offer the independent advisor not only an advanced investment and insurance platform that creates vast new sets of possibilities for success, we also offer support services to help you run your office – including HR services such as payroll, employee benefit packages and more. This means our advisors can spend more of their valuable time focusing on servicing their clients instead of managing the details that take away from it.

Growing your practice and running your office more efficiently and profitably are the keys to greater success – we're here to back it all up with a full suite of products, superior service, and regulatory expertise to meet the demands of an ever-changing marketplace. This is how we help you grow without limits to reach your greatest potential.

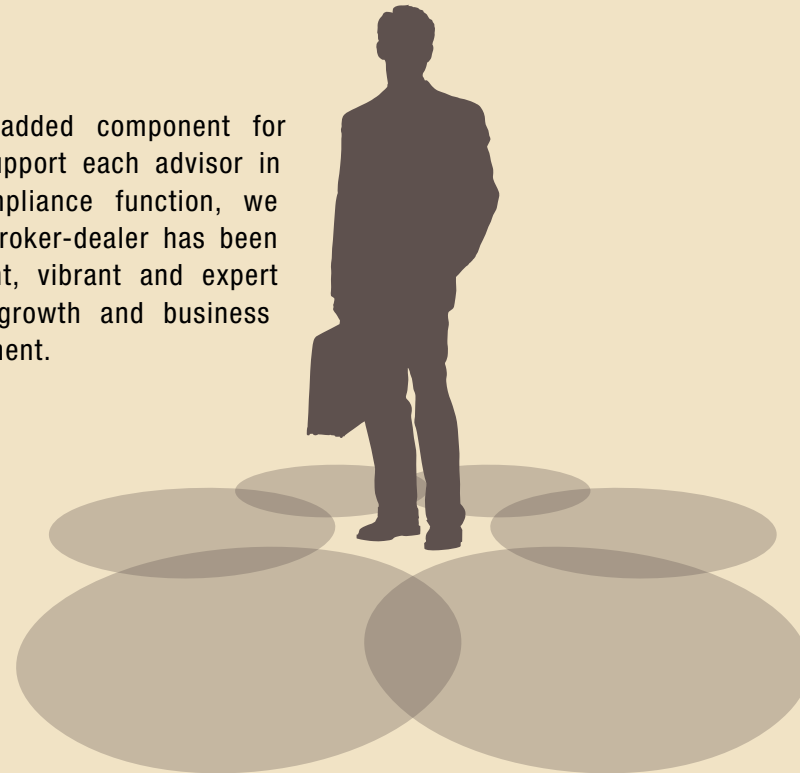
**MOST BROKER-DEALERS  
DO NOT SUPPORT TODAY'S  
INDEPENDENT ADVISOR  
BEYOND COMPLIANCE  
AND REGULATION.**

## YOU'LL HAVE ACCESS AND SUPPORT TO:

- A complete suite of today's most advanced investment and insurance products and services – all under one roof
- Continuing education across a full spectrum of advanced topics
- Expert and direct support with advanced financial planning techniques for advanced case development
- Access to human resource support including payroll services, 401(k)s, employee benefits packages, benefits administration and more to help you run your office
- Marketing and business development support to attract advisors and clients to your practice
- Industry leading technologies

SFA's holistic approach provides a value-added component for the independent advisor. Not only do we support each advisor in the traditional compliance function, we transcend what a broker-dealer has been to become a potent, vibrant and expert driver of practice growth and business operations management.

SFA HAS CREATED FORUMS AND NETWORKING OPPORTUNITIES WHERE OUR ADVISORS CAN COLLABORATE WITH EACH OTHER... LEARN FROM EACH OTHER... AND ACTIVELY INTRODUCE EACH OTHER TO NEW OPPORTUNITIES.



## THE POWER OF A TRUE ALLIANCE

In every sense of the word, The Strategic Financial Alliance is an alliance. We are a network of independent wealth management advisors who collaborate, support and excel together to identify new growth streams and case development techniques that not only complement and build their businesses, but also work harder to enhance their clients' portfolios.

At SFA, you're part of a supportive community – smart, like-minded professionals working together to meet common goals and individual success. We've created forums and networking opportunities where our advisors can collaborate with each other... learn from each other... and actively introduce each other to new opportunities.

## ENJOY A UNIQUE LEVEL OF FLEXIBILITY

We don't tell you how to run your business; we're here to help you run your business better. We do so by helping you deliver the best solutions for your client – backed by the products, technologies, and support you need to ensure outstanding performance at every level.

As a Strategic Financial Advisor, you'll have full access to fellow producers, industry experts and extensive in-house support, providing you with assistance in each area of wealth management – no matter how complex the case may be. From case development through management and execution, whether you use a little of our resources or a lot, it's up to you.

Most importantly, it's about helping you build your business more efficiently – streamlining your back office operations, providing product and marketing support more conveniently, and helping you succeed at every level.

It all adds up to the greater flexibility and support you need to reach new heights – without boundaries, without limitations.

## NOT JUST GROWTH - GROWTH<sup>2</sup>

When it comes to helping you grow your practice, SFA is here to make sure you succeed at the highest levels. Rather than referring to it as simply growth, we created a proprietary approach called 'Growth Squared' – because it truly does have the power to grow your practice exponentially.

With Growth<sup>2</sup>, you have the resources and support needed to provide your clients with comprehensive assistance for their wealth management needs – complete with a superior selection of investment and insurance alternatives coupled with timely, professional service. Add in SFA's alliance of expert members and leadership, and you open up even more practice growth possibilities – all backed with the exceptional customer service and attention to detail our advisors have come to expect from us.

Now you're not only in a better position to protect and enhance your client's hard-earned assets, you're part of a strategic alliance that both drives and supports your business in the most effective ways possible. This is the power of Growth<sup>2</sup>. Welcome to The Strategic Financial Alliance.



## Clive Slovin

President & CEO



Respecting the true independent nature of the advisor, Clive Slovin is focused on building a financial services organization that is a platform for collaboration among SFA's financial advisors.

He operates behind a strong belief that form needs to follow function in order for professional advisors to provide a superior level of service for their clients. Equally important is creating an environment of professional support and camaraderie – starting with real and responsive advisor relationships, fresh thinking, and a new culture of financial services innovation.

Clive's astute business approach is a result of many years of experience – first as a CPA in public practice with one of the top international accounting firms, followed by over 25 years' experience in the independent financial services industry. He has held posts as Chief Financial Officer of FSC Securities and President & CEO of Investors Financial Group, which became part of ING Group. Clive has been CEO of The Strategic Financial Alliance since it was incorporated in 2003.

## EMPOWER YOUR INDEPENDENT SPIRIT — JOIN SFA TODAY

More options. More support. More freedom. That's what SFA is all about. Let us show you how our open business platform, innovative growth strategies, and advanced planning techniques can help you more powerfully grow your practice and run your business – all with a level of confidence you simply won't find anywhere else. It's your future. Don't compromise.

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