



THE STRATEGIC  
FINANCIAL ALLIANCE®

## ORDER ROUTING & TRADE EXECUTION POLICY

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The Strategic Financial Alliance, Inc. executes all stock, bond and option transactions through its clearing firm, Pershing LLC (“Pershing”). Pershing executes those orders on behalf of SFA and provides data regarding the routing of these orders. This data can be viewed at <http://www.orderroutingdisclosure.com>.

Enter the broker dealer’s full name: The Strategic Financial Alliance

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