



SEQUOIA  
FINANCIAL NETWORK

GO INDEPENDENT, TOGETHER



# DISCOVER YOUR INDEPENDENCE, AND THE FREEDOM TO MAKE A DIFFERENCE

We provide a culture of trust and advocacy,  
where we are all stakeholders in your success.

Deciding to build or expand your business by going independent is a big step. But it doesn't mean you have to go it alone. Sequoia Financial Network provides a dynamic, supportive environment designed to support your vision of business success. Through sharing best practices, leveraging business expenses, and providing access to group benefits and more, we make your transition to independence as practical, cost-effective and simplified as possible.

Sequoia Financial Network is strategically focused on building a community of successful advisors who serve the financial and retirement needs of individuals and families. By leveraging the collective strengths of our advisors—and bridging the shared opportunities within the investment and insurance worlds—we endeavor to enhance your individual business, while continuing our long tradition of delivering exceptional, unbiased financial guidance.





## OUR MISSION

Like the great sequoia trees, we believe in the “power of many”: it is important to intertwine our roots and rely on our collective strength to navigate through challenges, leverage longstanding relationships and unleash the next generation of wealth management.



## SUPPORTING YOUR BUSINESS, EXPANDING YOUR KNOWLEDGE

By joining our firm, you benefit from lower startup costs, shared overhead and other economies of scale, as well as our experience and resources to help you increase your knowledge and grow your business.

As your business advocate, we help you optimize efficiencies, attract and retain clients, and boost revenue by providing:

- High net payouts
- An open product shelf, advisory platforms and investment offerings through LPL Financial
- Business and practice management consulting
- Access to sophisticated technology
- Compliance and risk management support
- Mentoring, field experience, education and training support
- Intellectual capital

## ADVOCATING INDEPENDENCE THROUGH THE POWER OF PARTNERSHIP

Partnering with Sequoia Financial Network means you have the freedom to run your business on your terms. We empower you to:

**Be independent.** You retain complete ownership of your book of business—the equity you build is yours alone. You can also keep your own branding or affiliate with our firm's brand. We encourage you to conduct business that reflects your ideals.

**Take charge of your own future.** We provide a culture of energy, growth and best practices—all the ingredients necessary to take your business to the next level.

**Represent your clients' best interests.** You are free to recommend services and strategies that meet the unique needs of your clients and their family.

**Rely on our service commitment.** We provide support in the areas of technology, compliance, marketing, practice management and general operations. This commitment begins as soon as we partner together as we help you create a transition strategy and assist in all facets of your transition experience.

**Expand your knowledge.** We encourage and facilitate ongoing education and training at local and national conferences, events and seminars, and strive to expose you to some of the top industry minds.



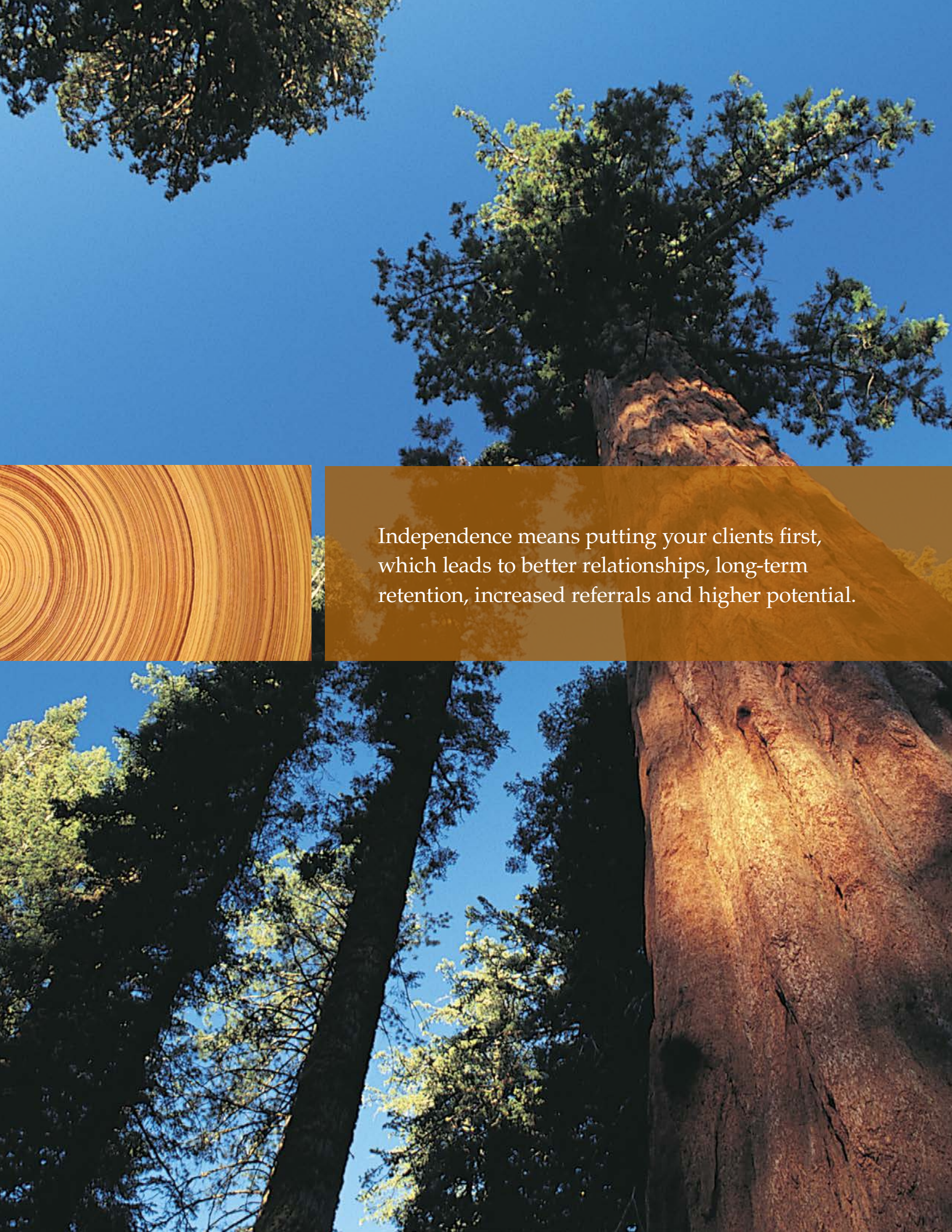




We continually strive to create and nurture an environment that provides an ideal combination of autonomy and support.







Independence means putting your clients first, which leads to better relationships, long-term retention, increased referrals and higher potential.





## BENEFITS TO YOUR CLIENTS

As an independent advisor with our firm, you are free to recommend investment products and strategies that align with your clients' values and goals.

Your decision to become an independent advisor can have a positive impact on your career and life aspirations; but equally important, it can significantly strengthen your client relationships. By joining Sequoia Financial Network, you are well equipped to:

- Act in your clients' best interest at all times
- Objectively help your clients make well-informed decisions regarding their financial future
- Track market trends and seek innovative methods to address your clients' unique short- and long-term goals
- Offer access to a wide range of strategies and services—including client portfolio management, investments, retirement planning, estate planning and insurance—to ensure you can address any and all aspects of your clients' financial life

## STRENGTH AND STABILITY

Sequoia Financial Network's independence is powered by the resources of LPL Financial, the nation's largest independent broker/dealer.<sup>1</sup> LPL Financial serves more than 12,000 independent financial advisors and has \$330 billion in brokerage and advisory assets.<sup>2</sup>

Through LPL Financial, you have access to a broad range of competitive and customizable fee-based asset management programs, industry-lauded investment platforms and objective research that includes asset allocation strategies and model portfolios.

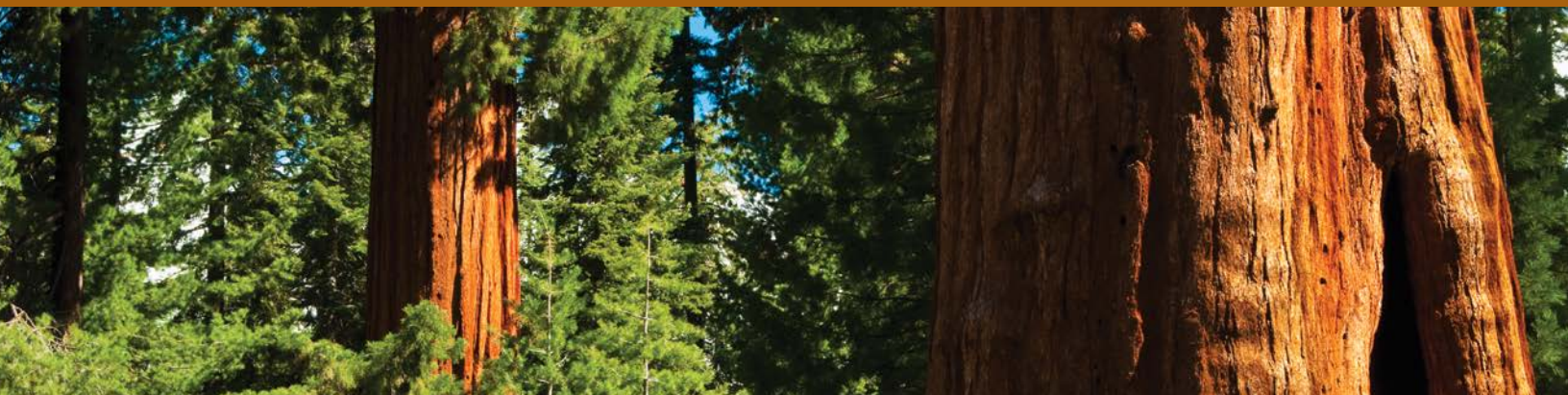
When you partner with Sequoia Financial Network, you have access to some of the top-producing advisors at LPL Financial and our goal is to help you become among the industry's elite.

<sup>1</sup> As reported by *Financial Planning* magazine, June 1996–2012, based on total revenue.

<sup>2</sup> As of December 31, 2011

## JOIN OUR COLLABORATIVE, POWERFUL NETWORK

We understand the hard work and determination it takes to become a successful independent advisor. It would be our pleasure to provide the resources and support you need to develop stronger client relationships and grow your business. Please contact us at 847-310-5900 to learn more about the advantages of partnering with our firm and put our "power of many" to work for you.



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