

## Why advisory?

Five reasons to make the switch to advisory

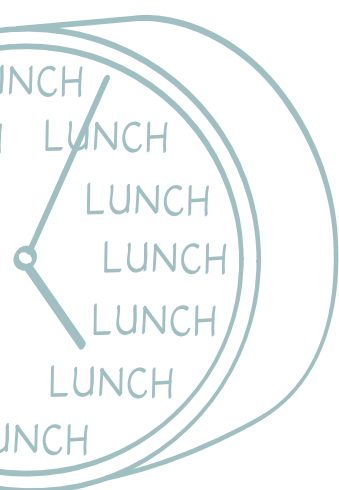
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### Predictable revenue streams

As a fee-based advisor, your ongoing advice creates a source of predictable and stable income. With recurring revenue, you the potential to create more revenue.



3-4X more



### Get more time back

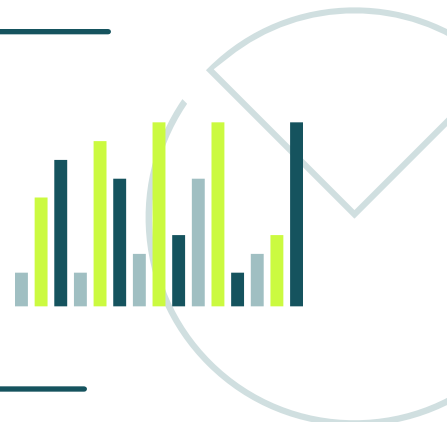
Advisory can be a more **efficient** and **scalable** way to manage your accounts and business. You can focus this time on your client relationships or continuing to grow your business.

2

3

### More holistic planning

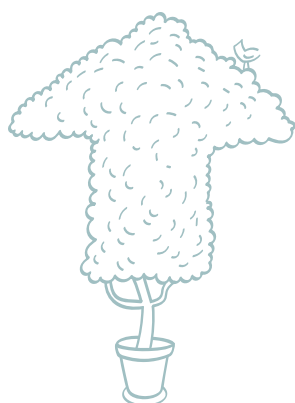
As your clients' needs **evolve** and **change**, you'll likely adjust and consider a comprehensive financial plan, rather than just solve for a single account.



### Greater business value

Advisory valuations for fee-based advisors are higher than commission-based advisors.

4



2-3X higher

5

### Mitigate risk

With a fee-based business model, you're held to a **fiduciary standard** when it comes to investment advice. You always put your client's interest **above your own** and avoid any conflicts of interest.

