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BUILD A BETTER KIND OF BRANCH

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Securities America
Your business growth expert.

About Your Presenters



Christopher M. Holloway is the president and CEO of Investor Securities Group, Inc., a super branch of Securities America. Chris has a bachelor's degree and an MBA from Old Dominion University. He has been actively engaged in the securities business since 1998, when he headed the compliance and operations departments for a regional brokerage house. He later became the president and CCO of that firm when it sold its assets to Securities America.



Michael Belluomini is a senior regional director at Securities America. Prior to his latest role, Michael was associate vice president of relationship management and branch sales at Securities America. He is a graduate of Creighton University and holds a Series 7 license.

A Bright Future for Branch Builders

The Department of Labor predicts personal financial advisor positions will

grow by 27%

over the next 10 years.

All other positions are expected to

**grow by
just 11%.**

The Benefits of Building a Better Kind of Branch

- Increase revenue
- Distribute overhead
- Create a continuity plan for your book of business
- Satisfaction of helping others grow their business



A Rich Recruiting Environment for Branch Builders

- Small independent broker-dealers winding down due to rising regulatory-related costs
- Large broker-dealers losing advisors due to a lack of personal service
- Advisors leaving wirehouses and regional broker-dealers for freedom of independence
- Broker-dealers forcing out advisors who aren't meeting minimum production levels



Recruiting for a Better Kind of Branch

- Prospective advisors need to be confident in the firm's future
- Successful recruiting requires a comprehensive business plan





Personal Values: Why Do I Want to Run a Branch?

- Personal satisfaction
- Develop/use leadership skills
- Satisfy entrepreneurial desires
- Share knowledge and experience with others
- Long-term succession plan
- Opportunity to earn

Build a Better Value Proposition

- What services am I willing to provide to advisors today?
- Why would advisors seek these services from me and not other branch managers?
- What will be the greatest value for advisors in my branch?
- What separates my group from the competition?





Start Planning **Today** for A Better Kind of Branch **Tomorrow**

“Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.”

Pablo Picasso



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resources to help grow your branch.

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