

# THE VALUE OF INDEPENDENCE

Your life and circumstances are unique and with each stage of life comes the opportunity to carve your own path. Maybe you're thinking about planning for an exciting retirement, preparing to pay for your children or grandchildren's education, opening or selling a business, or saving for a second home. With the right independent financial advisor by your side, you won't have to go it alone. You need a partner to create an actionable financial plan that aligns with your unique goals. A big bank or financial institution might seem like the safe bet, but independent financial advisors have the infrastructure to help protect their clients, while acting in your best interest with the appropriate checks and balances to help keep you on track.

## Who's Working for You:

### INDEPENDENT FINANCIAL ADVISOR

Creates a financial plan and investment recommendations in your best interest and aligns with your goals

Adjusts your plan based on life and market circumstances



INDEPENDENT FINANCIAL ADVISOR

### CLEARING AND CUSTODY PLATFORM

Where the money and assets are actually held

Responsible for the execution, clearance, and settlement of securities transactions

Prepare and send monthly account statements and transaction confirmations

Safekeeping, receipt, and delivery of funds and securities of clients' investments



YOU



KESTRA FINANCIAL:  
INDEPENDENT WEALTH MANAGEMENT PLATFORM



FIDELITY INSTITUTIONAL<sup>SM</sup>:  
CLEARING AND CUSTODY PLATFORM

### INDEPENDENT WEALTH MANAGEMENT PLATFORM

Oversees every aspect of the financial advisor's business to keep them compliant and ensure decisions are being made in the best interest of the client

Support financial professionals with technology, platforms for investments, market research, and best practices

Back office support for ongoing management of assets

# FAQS:

## What is the difference between a large bank or financial institution and an independent wealth management firm?

At a large bank or institution, the functions of all three players is done in-house. As independent financial advisors, we're held to a fiduciary standard, meaning we're required to put your best interest ahead of our own. When you engage with an independent financial advisor, you have three entities focused on YOU. Your independent financial advisor is working side-by-side with you to help you reach your financial and investment goals, while Fidelity Institutional<sup>SM</sup> is safeguarding the assets, and Kestra Financial provides a wealth management platform that associated financial advisors choose investments in each client's best interest.

## Who is Fidelity Institutional<sup>SM</sup>?

Fidelity Institutional<sup>SM</sup> is where the assets are held. It doesn't do investment banking so it is never in competition with your independent financial professional. They're there to support your independent wealth management practice by offering a suite of innovative technology, resources, and capabilities — so your financial professional can spend more time focused on you.

**Fidelity  
Institutional<sup>SM</sup>**

**\$3.9T**  
IN ASSETS UNDER ADVISEMENT

**7.5M**  
INVESTORS SERVED

*\*as of March 31, 2021*

## Who is Kestra Financial?

Kestra Financial is a national network of independent financial professionals sharing best practices to help you reach your goals. They're a wealth management platform for all potential investments that an independent financial professional could offer a client, based on their investment profile and risk tolerance. Additionally, Kestra Financial provides technology, platforms for investments, and market research.

  
**KESTRA**  
FINANCIAL

**\$102B**  
IN ASSETS UNDER  
ADVISEMENT

**\$44B**  
IN ASSETS UNDER  
MANAGEMENT

**1.8K**  
FINANCIAL PROFESSIONALS  
SUPPORTED

*\*as of March 31, 2021*

### About Fidelity Institutional<sup>SM</sup>

Every broker/dealer needs a clearinghouse to provide trade execution, clearing and other related services for your brokerage accounts. Another important reason I choose to work with Kestra Investment Services is because their brokerage accounts are carried by National Financial Services, LLC, Member NYSE/SIPC. Securities in accounts carried by National Financial Services LLC, a Fidelity broker-dealer, are protected in accordance with the Securities Investor Protection Corporation (SIPC) up to \$500,000. The \$500,000 total amount of SIPC protection is inclusive of up to \$250,000 protection for claims for cash, subject to periodic adjustments for inflation in accordance with terms of the SIPC statute and approval by SIPC's Board of Directors. National Financial Services has also arranged for coverage above these limits. Neither coverage protects against a decline in the market value of securities, nor does either coverage extend to certain securities that are ineligible for coverage.

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