





Independent: Not subject to control by others; self-governing; showing a desire for freedom. Advisor: The person or company responsible for making investments on behalf of, and/or providing advice to, investors. Alliance: The state of being allied; the action of allying; a bond or connection between families, states, parties, or individuals; an association to further the common interests of the members; union by relationship in qualities; affinity. Independent: Not subject to control by others; self-governing; showing a desire for freedom. Advisor: The person or company responsible for making investments on behalf of, and/or providing advice to, investors. Alliance: The state of being allied; the action of allying; a bond or connection between families, states, parties, or individuals; an association to further the common interests of the members; union by relationship in qualities; affinity. Independent: Not subject to control by others; self-governing; showing a desire for freedom. Advisor: The person or company responsible for making investments on behalf of, and/or providing advice to, investors. Alliance: The state of being allied; the action of allying; a bond or connection between families, states, parties, or individuals; an association to further the common interests of the members; union by relationship in qualities; affinity. Independent: Not subject to control by others; self-governing; showing a desire for freedom. Advisor: The person or company responsible for making investments on behalf of, and/or providing advice to, investors. Alliance: The state of being allied; the action of allying; a bond or connection between families, states, parties, or individuals; an association to further the common interests of the members; union by relationship in qualities; affinity.

# Being independent shouldn't mean being alone

## DEDICATED TO YOUR GROWTH AND SUCCESS

The Independent Advisor Alliance fosters a dynamic, supportive environment for independent financial advisors who have a strong drive for success.

We offer innovative technology, research and strategic support — the tools we consider essential for growing your book of business. By joining forces with us, you can lower overhead costs and take full advantage of our comprehensive resources, knowledge and experience.

Managing your day-to-day business operations can be the most challenging aspect of going independent. As an entrepreneur, you function as the chief marketing officer, website administrator, compliance officer and more. Your affiliation with the Independent Advisor Alliance will help ease your operational burdens and give you more time to serve your existing clients and attract new ones.

“The Independent Advisor Alliance is committed to helping you increase efficiencies, attract and retain clients, and boost revenue by providing the tools and resources to help you take your practice to the next level.”

– ROBERT RUSSO, FOUNDER

## YOUR PRACTICE, YOUR FUTURE, OUR SUPPORT

The Independent Advisor Alliance has a vested interest in helping you succeed: your success means our success as well. We seek to add value to your practice by enabling you to:

- Start strong from day one
- Run your book your way
- Share ideas and information
- Focus on your clients
- Control your expenses
- Leverage our strength

## AT YOUR SERVICE

As your business advocate, we continually strive to create an environment that provides an ideal combination of autonomy and support. To that end, we offer a concierge level of services that includes:

- Monitoring and maintenance of compliance requirements
- Back-office administrative support and training
- Transition assistance
- Business continuity/business succession programs
- Continuing education assistance
- Branding and marketing support
- Technology support and training
- Office setup
- Acquisition loan program
- Paperless office solution



# Strength and Independence

Joining our group means you are able to enjoy true independence and enhanced capabilities. When you partner with the Independent Advisor Alliance, you retain complete control of your book of business — the equity you build is yours alone. You have the freedom to recommend services and strategies tailored to meet the unique needs of your clients and their families.

## INDEPENDENCE POWERED BY LPL FINANCIAL

The Independent Advisor Alliance is powered by the resources of LPL Financial, the nation's largest independent broker/dealer.<sup>1</sup> LPL Financial serves more than 13,300 independent financial advisors and has more than \$390 billion in brokerage and advisory assets.<sup>2</sup>

You receive unparalleled support from more than 2,900 employees — a nearly 5:1 advisor-to-employee ratio for maximum access and exceptional service. You have access to a broad range of competitive and customizable fee-based asset management programs, plus objective research that includes asset allocation strategies and model portfolios.

<sup>1</sup> As reported by *Financial Planning* magazine, June 1996–2013, based on total revenue.

<sup>2</sup> As of March 31, 2013.

Our team has a deep appreciation for the hard work and determination it takes to become a successful advisor. It would be our pleasure to provide the resources and support necessary for you to develop stronger client relationships and grow your practice.

Please contact us to learn more about the advantages of partnering with the Independent Advisor Alliance.



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Securities offered through LPL Financial, member FINRA/SIPC.