

# COMPANY OVERVIEW

Founded by Robert Russo in 2013, Independent Advisor Alliance (IAA) is strategically focused on building a community of successful independent advisors serving the financial and retirement needs of individuals and businesses. IAA provides its affiliated advisors with customized support services designed to optimize efficiencies, reduce expenses, attract and retain clients, and boost revenue.



Founder & CEO, Robert Russo

NUMBER OF PARTNER FIRMS

139

ASSETS UNDER MANAGEMENT

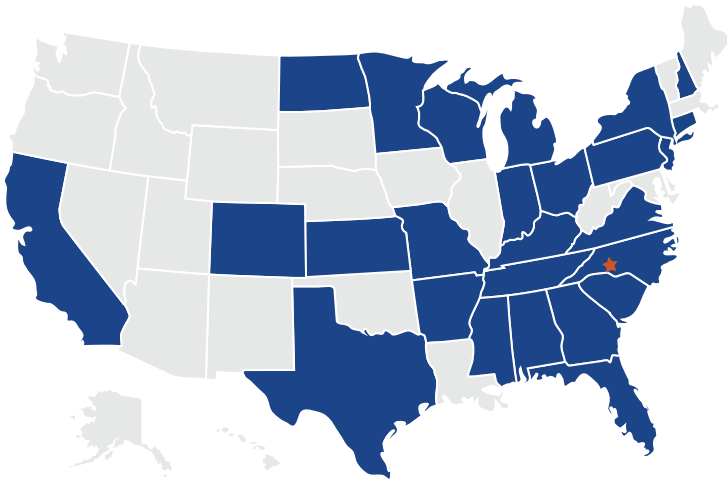
\$12.0B

ASSETS UNDER SUPERVISION ⇨ Advisory: \$14.7B | Brokerage: \$1.5B

\$16.2B

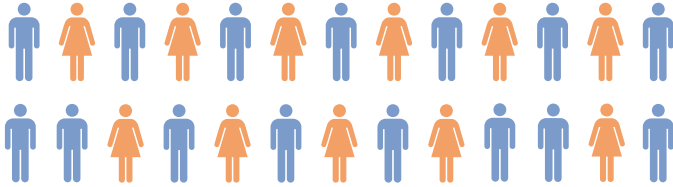
26 STATES OPERATING IN

★ Headquarters located in Charlotte, NC

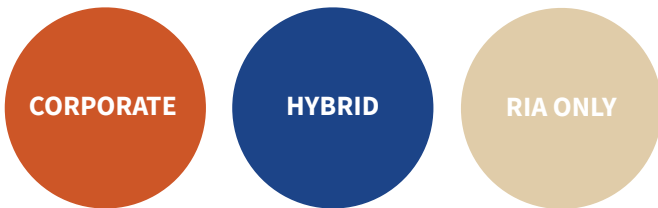


26 EMPLOYEES

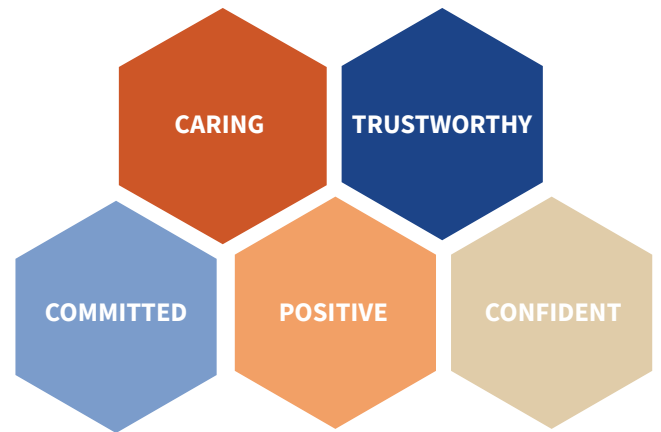
5:1 Partner Firm:Staff Ratio



3 AFFILIATION MODELS



## OUR CORE VALUES



## OUR SERVICES



## OUR ADVISORY PAYOUT STRUCTURE

### THEIR BUSINESS ON THEIR TERMS

Advisors can leave without penalty while retaining their clients.

#### FLAT-FEE

IAA is unique in our flat-fee advisory payout structure. Offices start at a 100% payout, and never pay us more than \$32K for the primary advisor, and \$12K for each additional advisor.

#### GRID

Under our grid advisory payout structure, offices start at a 95% payout. Once that 5% override equals \$32K, an advisor can request to be moved to the flat-fee advisory payout structure.

Information updated as of November 2023.

independentadvisoralliance.com | whyiaa.com  
(888) 430-1555 | 11215 N. Community House Rd Ste. 775, Charlotte, NC 28277



Investment advice offered through Independent Advisor Alliance, a registered investment advisor.