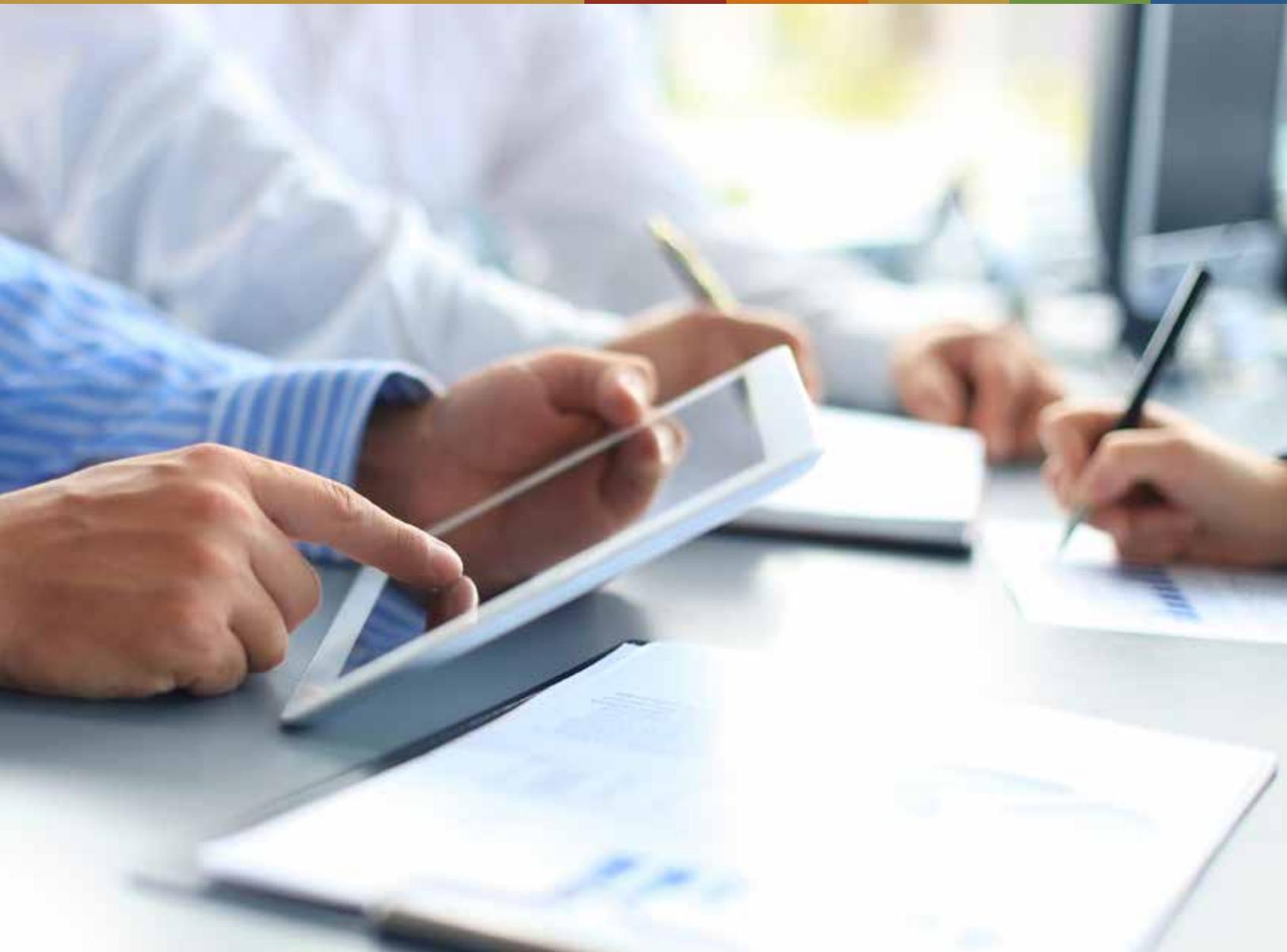




FREEDOM
WEALTH
ALLIANCE®

YOUR BEST INTERESTS THE FIDUCIARY STANDARD



▶ EDUCATE

⊕ ENGAGE

⊕ EMPOWER

Our Independent Investment Advisor Representatives are on your team.
We aim to instill financial confidence as we focus on your best interests.

Do you know the difference in Financial Advisors?

Find out how an independent Registered Investment Advisor puts you first.

STANDARD OF CARE

A Higher Standard of Care

*Freedom Wealth Alliance,
a registered investment advisor,
has a vested interest in building
long-term relationships with
satisfied clients.*

A Registered Investment Adviser (RIA) is registered with the Securities and Exchange Commission. RIA's are held to the fiduciary standard of care for advisory clients and to help ensure that each investment recommendation is based on your best interests.

To satisfy the fiduciary standard of care for our advisory clients, we take the time to get to know you, to understand your personal and financial goals, and build a relationship that is focused on helping you pursue your financial goals. As an independent RIA, we are able to offer a variety of customizable investment options.

Suitability Standard vs. Fiduciary Standard

You may be surprised to learn the financial services industry doesn't follow a uniform standard of care. The financial advice you receive from a bank, credit union, brokerage firm, or independent financial adviser can vary greatly. The difference between the two competing standards (Suitability Standard vs. Fiduciary Standard) has important implications for you.

Let's walk through the differences.

Suitability Standard

The suitability rule states that brokers must make recommendations that are consistent with the customer's investment objective. Typically transaction and commission-based recommendations/compensation = can result in conflicts of interest.

Fiduciary Standard

The fiduciary rule states that advisors must always act in the client's best interest above their own, in addition to remaining consistent with the customer's investment objective. Fee-based recommendations & compensation = often leading to more objective advice.

Your Freedom Wealth Alliance Advisor has a duty of loyalty and care that puts your interests above their own.



How advisors are compensated makes a difference.

It's important to understand exactly how your advisor is compensated for their advisory clients. A flat fee (or fee-based) on the assets that are managed is a straightforward system that is easy to understand. Fees may be tax deductible, consult with your tax advisor.

Many independent investment advisor representatives of RIA firms specialize in meeting complex financial needs that often come with significant wealth. Some may be experts in trusts and intergenerational planning, while others focus on retirement investment and income strategies for folks just like you. Whatever your needs, you are likely to find the advisor that is right for you.

RIA networks could benefit you in multiple ways.

As entrepreneurs, many investment advisor representatives working through independent RIA firms have a vested interest in building long-term relationships with satisfied clients. They generally have relationships with a wide network of professionals who have expertise in a variety of areas including accounting, estate planning, and insurance. These networks allow the investment advisor representatives to design a comprehensive strategy to help you pursue your individual goals and objectives.

Every RIA files a Form ADV with the Securities and Exchange Commission that describes exactly how they do business and how they are compensated. We want you to feel confident knowing these officially-filed documents are in place and there to benefit you.



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About Freedom Wealth Alliance

Freedom Wealth Alliance has over 100 years of combined experience in Retirement Planning, Financial Planning, defensive money management and complex financial strategies. We collaborate to develop tailored strategies with the goal of accumulating, managing, and preserving wealth for families and small businesses.

*Our goal is to offer you a confident approach to Living Well and Living Free,
however you define it!*

*As an investment advisor representative of Freedom Wealth Alliance, a Registered Investment Advisor, we are held to a fiduciary standard of care for all advisory clients and are fully committed to putting our clients' best interest first above our own.

📄 Explore our website freedomwealthalliance.com ✓ Connect with us on: [in linkedin.com](https://www.linkedin.com) [f facebook.com](https://www.facebook.com)



+ VISIT OUR WEBSITE

Great resources are always at your fingertips. With articles, videos, news, market updates and classes available for you anytime you need them, we've built our website with you in mind.

Visit freedomwealthalliance.com to explore.

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We've built a handy mobile app that allows you to ask us questions on-the-go and to receive helpful notifications from our office.

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Securities offered through LPL Financial, member FINRA/SIPC. Investment advice offered through Freedom Wealth Alliance, a registered investment advisor and separate entity from LPL Financial.