



The Big Picture:

Working Together

Working Together

To Pursue Your Dreams

Planning and investing can be complex. As a financial advisor, I have the tools and solutions to help you to establish a personalized plan to increase your probability of success. You may need a personalized level of service to help you answer some of these questions about your investments goals:

- » Do you want to start building a portfolio and planning for the future?
- » Can you use your assets to send your children to private school or college?
- » Do you need guidance on how to manage your investments to potentially retire at 65?
- » Do you know how much money you will need to fund the retirement lifestyle of your dreams?
- » Is it possible to do all of the above and still buy that vacation home you've always wanted?

I can provide you with the tools that can help you answer life's very important questions. Together, we will work to define your priorities, develop a plan to work towards them and monitor progress toward your goals.

How We Work Together

Your investment goals are truly unique. As a financial advisor, I work with you to build a financial plan that's tailored to your needs. We'll put together the "big picture" that helps solve the puzzle which is built around a holistic plan for managing your wealth. There are multiple tools to use for every job, and I can provide you with a variety of services to address different investment needs.

Define

- » Identify Needs and Objectives
- » Gather Information

What's Most Important?

- » Family
- » Health
- » Finances
- » Home
- » Leisure
- » Giving

Plan

- » Analyze Information
- » Develop a Plan of Action
- » Implement the Plan

As Part Of Your Plan

- » Investment Management
- » Retirement Planning
- » Cash Management
- » Education Funding
- » Elder Care Planning
- » Trust Services

Monitor

- » Review Progress

We'll Keep An Eye On

- » Retirement Income
- » Medical Expenses
- » Trust Funds
- » 529 Plans
- » Budgets
- » Taxes
- » Performance

Depending on your investment objectives and other relevant factors, I am able to offer you two primary types of services: commission-based and fee-based. I can offer these services by themselves or in combination, depending on what best suits your investment style and goals. It is important to understand the differences between the two types of services, as each has distinct features.

Commission-Based Brokerage Services

Brokerage services are commission-based, meaning my firm and I are generally paid an up-front commission—and in some cases a trailing commission—for each transaction. The amount of that commission varies, depending on the security or investment product. The sales charges for investment products are described in their prospectus or other offering documents. I would need your permission to make each transaction and will present you with products that are suitable for your needs and financial situation.

Advantages	Trade-Offs	Examples
<ul style="list-style-type: none"> » Cost-effective solution for investment products that do not need active, ongoing management, such as an insurance policy or inherited stock » No minimum balance requirement for brokerage accounts, so they may be a more suitable solution for small accounts » Pay as you go » Straightforward transaction and valuation reporting » Ideal if you want to make a one-time purchase of a product, such as a target-date fund, or only want occasional recommendations on investments 	<ul style="list-style-type: none"> » High » In most instances, commissions are paid every time you buy or sell an investment product, along with trailing commissions (e.g., 12B-1 fees) from a fund company where applicable » If there is a front-load sales charge, it will reduce your net investable amount » Brokerage accounts use retail share classes that can translate » I will not have discretion to actively manage your brokerage account—you must consent to each transaction, which may present challenges if you travel or when stocks reach a pricing threshold 	<ul style="list-style-type: none"> » Individual sales of securities, such as stocks » Mutual funds and exchange traded funds » Fixed income instruments such as bonds » Insurance such as annuities » 529 plans

Fee-Based Advisory Services

In an advisory relationship, you generally pay a fee that's a percentage of the account's value, or a fixed fee per service for personalized advice and guidance, instead of a commission for each trade. In this capacity, I provide the following services:

- » Portfolio construction
- » Ongoing investment advice
- » Financial planning tailored to your unique goals and timelines

Advisory services align the performance of your advisory accounts with my compensation. My compensation, as your investment adviser representative, is not tied to transaction charges or sales commissions. Instead, my fee is a fixed percentage of your accounts' values or the stated fee for a service. So, we have a mutual interest in growing your assets.

Advantages	Trade-Offs	Examples
<ul style="list-style-type: none"> » Fee-based services align the performance of your advisory accounts with the compensation received by your investment adviser representative since it's not tied to transaction charges or sales commissions at the point of sale only. » You can grant me discretion, which allows proactive management of your account in real time according to your risk profile. Should an investment reach a pricing threshold, I can make the trade without asking for your permission. » You and I will meet as often as needed to ensure your investment policy is tracking toward its goals, and you'll receive regular performance reports that document your progress. » Advisory fees are either a fixed amount per service or a fixed percentage of your accounts' values, so the fees that you pay are directly proportional to the services provided and performance of your accounts and are listed in your performance reports. 	<ul style="list-style-type: none"> » Advisory accounts generally require a higher investment minimum, relative to a brokerage account » May be more expensive over time if you want to buy and hold a small number of securities » Not ideal if you want to make a one-time purchase of a security (such as a stock or mutual fund) or only want occasional recommendations on investments » May not be favorable if you prefer to pay me based on transactions » There may be limits on your ability to deduct investment advisory fees for federal income tax purposes. A commission-based account may be more tax-effective for accounts with a lot of trade activity. 	<ul style="list-style-type: none"> » Advice on specific investment products » Portfolio design and periodic rebalancing » Active portfolio management » Hands-on investment strategies for specific conditions, such as market volatility or changing legislative environments » Sophisticated solutions for wealth transfer planning

Things to Consider: Brokerage vs. Advisory Accounts

	Brokerage	Advisory
Level of Contact	May be less frequent contact, often initiated by the client	High level of contact, usually initiated by the advisor
Compensation Structure	Upfront commissions paid on most transactions. Some transactions, such as exchanges, A-share purchases of mutual funds over \$1,000,000 and other limited exceptions may not pay an up-front commission.	Regularly paid fees, either as a flat fee or, more commonly, as a percentage of assets under management
Client Involvement	Mid- to high-level involvement, depending on amount of trading the client wants to pursue: a buy-and-hold client might have mid-level involvement, usually initiating occasional account reallocations; an actively trading client might have a high level of involvement in stock selection and portfolio reallocations	Relatively high level of client involvement in order to develop a comprehensive financial strategy that provides ongoing advice as the financial markets and client's circumstances change over time

Ongoing Collaboration

The information in this brochure will help you determine which approach is appropriate for you. However, at the end of the day, you're always the decisionmaker.

Keep in mind your financial needs and goals may change over time, which may change the way we work together as well. It's all part of the ongoing collaboration that you and I will enjoy over the course of our relationship.

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