



BENJAMIN F. EDWARDS[®]
INVESTMENTS *for* GENERATIONS[®]



At Benjamin F. Edwards, we believe that if you treat others the way you want to be treated, mutual trust and respect develops.

These ideals, along with our commitment to putting our clients' interests first, are the philosophical cornerstones of our brokerage firm and enable us to stay focused on what really matters—you and your financial well-being.





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As a privately held financial services firm, we are relying on time-tested values to help you secure your financial future. You will work with an experienced and knowledgeable Financial Advisor who will offer objective advice along with dedicated service and support from our Home Office.

Your Financial Advisor will take the time to get to know you and to understand your financial goals and objectives. Together, you will develop an investment program that combines sound advice, an assortment of products and services, and the personalized attention and follow-up you will need to stay on track throughout your financial journey. You are also able to track your own progress with our industry-leading account statements, or anytime on your home computer or mobile device using our user-friendly account-access tools.

Throughout the process you will experience firsthand our client-first commitment and our Golden Rule culture where we work together to create a positive, client-focused environment for our Financial Advisors, our Home Office staff and, most importantly, our valued clients. We'll offer you the client service and investment advice you deserve and the dependable, personalized support you expect.

Make the Most of Life's Milestones

College. A first car, or home. A baby. Retirement. Wedding. These are milestones that help us measure life's progress.

They also require careful planning so that you are prepared to meet them head on. Whether you are just starting out or are well on your way in life, we will work with you to tailor a goals-based investment plan that meets your needs.

In addition to basic portfolio services, you will have access to leading money managers and widely recognized mutual fund families, along with the following:

Wealth Management Services

From financial and estate-planning strategies, to other specialized services such as executive and trust services, we have the tools you need to help manage your wealth efficiently and effectively.

Retirement Services

Whether you are planning for your own retirement or are a business owner looking to offer a retirement plan to your employees, you have access to a variety of solutions, including an assortment of employer-sponsored retirement plans.

Education Planning

With the cost of education today, planning financially is essential. Rest assured we have what you need to give one of life's greatest gifts—an education.

Our advice is truly objective. We do not offer any proprietary products or have sales quotas. Moreover, we do not have account minimums or charge maintenance fees for our brokerage accounts.¹ This helps us keep our focus where it needs to be—on you.

Client-First: A 130+ Year Commitment Spanning Five Generations

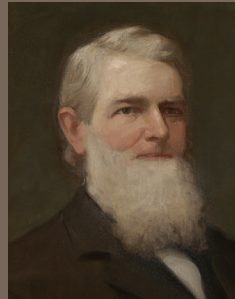
Our client-first pledge is not something new to us at Benjamin F. Edwards. Our entire Home Office is rooted in this ideal and it has guided us throughout our careers. For our founder, Benjamin F. (Tad) Edwards IV, client-first is a principle that not only continues to shape his 40+ year career in financial services, but also has influenced his entire life.

Tad's father, Benjamin F. Edwards III, was a driving force in the brokerage industry for more than 40 years. He led a financial services firm founded by Tad's great-great-grandfather, which was known for its client-friendly approach and adherence to the Golden Rule.

Today, at Benjamin F. Edwards, we adhere to these time-tested values as we work to provide our clients with the sound investment advice and financial products and services they need to enjoy their life's milestones to the fullest.

To us, that's what this business is all about. We are here to help children attend college, people retire comfortably as well as pass their wealth to future generations.

We encourage you to see for yourself what it is like to work with a firm that is this passionate about client service.



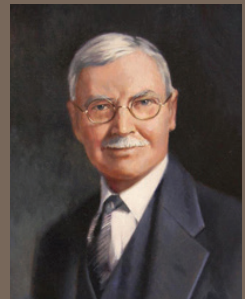
Albert Gallatin Edwards



Benjamin F. Edwards I



George L. Edwards



Albert Ninian Edwards



Presley W. Edwards



Benjamin F. Edwards III

¹ Refers to standard, taxable brokerage accounts only. Managed accounts do have account minimums and fees do apply for IRA accounts.



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At Benjamin F. Edwards, you will enjoy ongoing personalized attention and support made possible by our commitment to provide client-first service. You will also have access to our robust suite of investment products and services as you pursue your goals-based, wealth-management program.

Products and Services

- *Advisory Services*
 - *Alternative Investments*
 - *Cash Management*
 - *Education Planning*
 - *Estate-Planning Strategies*
 - *Equity Syndicate*
 - *Executive & Corporate Services*
 - *Financial Planning*
 - *Fixed Income*
 - *Insurance & Annuities*
 - *Investment Banking - M&A*
 - *IRAs & Retirement Plans*
 - *Lending Services*
 - *Mutual Funds*
 - *Online Account Services*
 - *Third-Party Securities Research*
 - *Trust Company Relationships*
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“People are looking for something that resembles the culture that A.G. Edwards had for 130+ years. One that is built on trust. One where clients are put first and where you can have fun.”

~Tad Edwards

