



Wealth is the ability to fully experience life.

Advisory vs. Brokerage

Deciding if a brokerage account or an advisory account is right for you is an important decision. Below is a summary comparison to help you determine which may be best suited for your unique financial goals, investment objective, and time horizon.

INVESTMENT ADVISORY	BROKERAGE
Fiduciary requirement	Suitability requirement
Investment advice and ongoing monitoring	Advice at time of trade
Management fees/expenses	Commissions (transaction charges, mark-ups, loads)
Multiple strategies/investment options	Typically one strategy or investment company
Client-focused relationship with advisor as family CFO	Transaction-based relationship
Account rebalancing available	Account rebalancing available
Annual review required at a minimum	No annual review required
Regulated by the Securities Exchange Commission (SEC)	Regulated by Financial Industry Regulatory Authority (FINRA)
Minimum investment requirement	Low minimum investment requirement
Discretionary account	Non-discretionary account

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