

# Driven by Purpose. Yours.

Accelerate success on your terms by working with an organization who has the scale of a national wealth hub, but is personally focused on your growth.

**\$322 B**

in assets under administration

**\$116 B**

in assets under management

**1,800** home office employees

**1.8 million** clients served by Cetera financial professionals

As of December 31, 2022

Our most important insights come from you, so we always welcome you with **a seat at the table**

Go beyond the bottom line for clients and demonstrate value at every life stage, with support and services that can help you take them from planning their investments to planning the life they've dreamed of.

Our **guidance-focused services** help you deliver customized investment strategies to your clients, and our **business management services** help you find opportunities for growth and structure your business for longevity and enhanced value.

Our **service center of excellence** is here to help get you the right answer the first time, process business quickly and correctly, and get you back to doing the work you love.

## Award-winning technology

integrates together simply and effectively to make business easier.

**Growth360 methodology** provides you a vast array of tools, technologies and solutions that empower you to grow your way.

## Community Culture

Find the capabilities you need to build and grow the future you envision with home-office support specific to your business model.

## Industry Recognition



2015 | 2017 | 2020  
2021 | 2022



2019 | 2020 | 2021



2014 - 2023



2019

Individuals affiliated with Cetera firms are either Registered Representatives who offer only brokerage services and receive transaction-based compensation (commissions), Investment Adviser Representatives who offer only investment advisory services and receive fees based on assets, or both Registered Representatives and Investment Adviser Representatives, who can offer both types of services.

"Cetera Financial Group" refers to the network of independent retail firms encompassing, among others, Cetera Advisors LLC, Cetera Advisor Networks LLC, Cetera Investment Services LLC (marketed as Cetera Financial Institutions or Cetera Investors), and Cetera Financial Specialists LLC.

All firms are members FINRA / SIPC. Cetera Financial Group is located at 655 W. Broadway, 11th Floor, San Diego, CA 92101.

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