## WE'RE SETTING A NEW STANDARD FOR THE FINANCIAL ADVISOR EXPERIENCE

With a unique blend of independence and support, innovative technology, and comprehensive wealth management solutions, we empower you to grow your business and help more clients live better lives, longer.

## WHY CHOOSE PRUDENTIAL ADVISORS?

The strength, recognition, and reputation of the Prudential brand backs your practice every step of the way.

1875

Founded by John Fairfield Dryden in Newark, New Jersey.

150 year Legacy of solving the

financial challenges of our changing world.

50 million Customers in over 50 countries.

Fortune 500® Ranking among America's largest corporations.









# EXPERIENCE A CULTURE THAT'S INVESTED IN YOU

- Competitive compensation of up to 80% payouts for statutory advisors and up to 92.5% payouts for independent advisors. Premium benefits package for statutory advisors,
- including 401K with company match and cash balance pension plan. • ZERO sales quotas and fully-benefitable product sales.
- Annual APEX Conference to celebrate our top 150 advisors.
- Prudential Advisors Winner of Investment News Employer of Choice for Advisors for 2024.





# A BALANCE OF INDEPENDENCE ANDSUPPOR

to your success. 2 affiliation options

across the US with local leadership committed

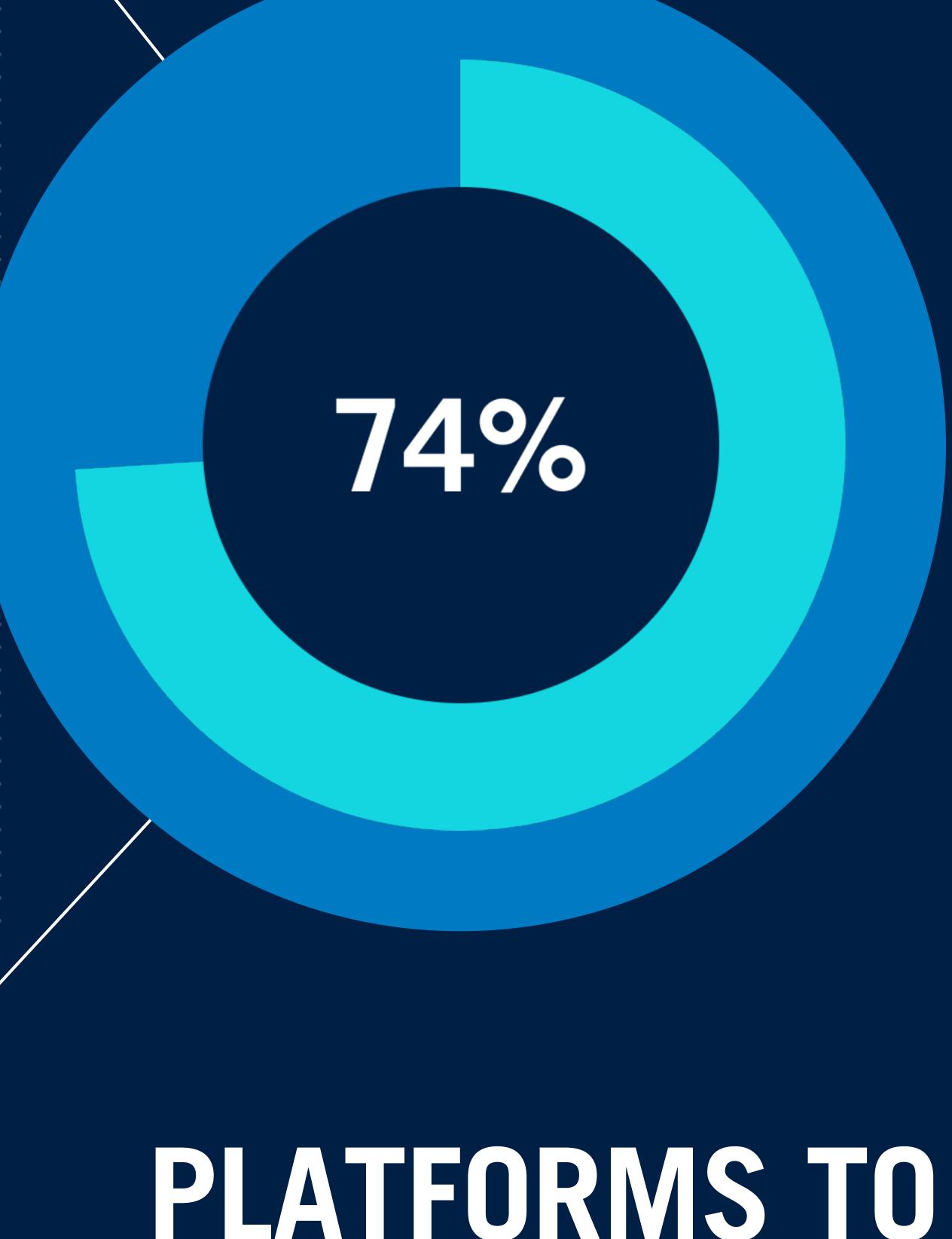
Statutory Agent or Independent Financial Professional model. Flexibility

22 offices

to build your practice in the way you choose

## 74% of clients now demand personalized, seamless, and comprehensive support tailored to

their unique needs.\* \*According to Ernst & Young's 2023 Global Wealth Research Repor





#### STAY AHEAD OF THE CURVE With Prudential Advisors, you'll have a competitive advantage in delivering tailored solutions through an open architecture platform of proprietary and non-proprietary life and annuity products, along with LPL Enterprise's best-in-class investment

advisory and technology platform.

### Access advanced tools, exclusive resources, and unmatched support to help you manage and grow your business effectively.

ON BUSINESS

Flexible teaming structure more revenue reported by financial professionals on formal teams, compared to those working individually.

Innovative leads program

in revenue generated from leads in 2024.

Business solutions to help you build a scalable practice, including

leads programs powered by GenAl

and data analytics to connect you

with new opportunities.

Through our established teaming program, you can either join an existing team or build a new one.

80+ third-party vendors to help

improve every aspect of your paraplanning, tax planning, high-netbusiness, from account management, worth services, admin solutions, and operations, client communications, marketing solutions. marketing, and more.

SOUND LIKE A PLACE WHEREYOU'D IKETO GROW YOUR PRACTICE?



Scan to connect with us.

