



# CREATING UNLIMITED POTENTIAL FOR YOUR BUSINESS

Prudential Advisors  
Teaming



Prudential

# TEAMING TO GROW YOUR BUSINESS

**With a constantly evolving industry coupled with the increased competitive environment, a team-based business enables financial professionals to accelerate their growth and provide a differentiated client experience with more holistic solutions.**

Through teaming, financial professionals can leverage each member's skills and knowledge to improve effectiveness and overall efficiency.

In 2024, our financial professionals on teams reported 88% more in combined production than their solo peers and have reported higher average assets under management (AUM)\*. In addition, teaming can provide a level of continuity and a built-in solution for succession purposes.



Financial professionals on teams reported

**88% MORE**

in combined production than their solo peers, and have reported higher average assets under management (AUM)\*

A solo financial professional can be limited in their capacity. With a diverse team that has varied levels of expertise, perspectives, background, and ethnicity, as well as generational differences, you can reach broader markets and help even more clients.

\* Source: Prudential Financial, Planning and Analytics

## TEAMING AT PRUDENTIAL ADVISORS

At Prudential Advisors, we believe teaming is not just a program. It's a way of doing business. It is aligned with many of our key priorities which include:

- **growing productivity,**
- **delivering comprehensive financial solutions,**
- **enhancing the client experience,**
- **attracting new talent,**
- **improving retention, and**
- **advancing technology adoption.**

We support our financial professionals who are seeking to grow their business through collaboration with others. A team consists of financial professionals who are aligned to a common purpose and vision and who work collaboratively to serve their clients and collectively drive their practice growth. In addition, there are a variety of team structures here at Prudential Advisors. We do not believe in a "one-size-fits-all" approach. It ultimately depends on the business needs and the vision for the future.



# SUPPORT AND BENEFITS FOR YOUR TEAM

- Building a team requires **recruiting new talent and developing existing talent**. We have the resources to support those efforts.
- A Practice Management Organization dedicated to forming and developing high-performing, healthy teams. This team is comprised of experts who deliver **coaching, consulting, tools, and resources** to help take teams to the next level.
- **Peer sharing** opportunities including a podcast library and live national best practices calls designed to provide best practices and **learning opportunities** to strengthen your team.
- Technology platforms that provide access to all team members and help **drive more efficiency** so that you can spend more time focusing on your clients.
- Team members may also be eligible for a quarterly **development bonus**. The development bonus recognizes the time and effort to mentor new inexperienced financial professionals on the team.
- Team members may also be eligible for an annual **growth bonus**. The growth bonus is calculated annually based on the aggregate first year GDR growth of the Team from the previous year.
- Teams are eligible to compete annually for **national and tier level recognition**.
- Teams are tiered to recognize the different phases Teams experience throughout their journey and evolution, which enables us to align the **relevant benefits and support**.

Team members  
may also be eligible  
for an annual

**GROWTH  
BONUS**





# POSITION YOURSELF AND YOUR TEAM FOR SUCCESS



Teaming is a long-term strategy, and if done in the right way, with the right people, along with the right support, the benefits and growth opportunities are abundant. If you are interested in building your career and your team-based business, we have the support and resources to set you up for success.

Learn more at  
[advisors.prudential.com](https://advisors.prudential.com)

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