Prudential

PRUDENTIAL ADVISORS IS SETTING A NEW STANDARD

WHY SHOULD YOU CHOOSE PRUDENTIAL ADVISORS?

We're redefining the 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.**

6 WAYS PRUDENTIAL ADVISORS CAN TRANSFORM YOUR PRACTICE:

Prudential

1. Industry-leading benefits and compensation that reward your hard work and dedication.

- Commissions and bonuses
- Fully benefitable life, annuity, and investment product sales with no sales quotas
- Expressed commissions on life insurance and annuity products
- 401(k) with company matching contributions
- Cash balance pension plan
- Deferred compensation plan
- Medical, dental, and vision benefits
- Heath and wellness resources
- Life insurance, accident insurance, and disability income insurance coverage
- Private office expense support
- Rewards and recognition programs, including our annual APEX Conference for our top 150 advisors

2. A balance of independence and support, with local leadership committed to your success.

- Two contract options—Statutory or 1099 contractor model to grow your business the way that works for you
- Access to Prudential office space for better collaboration with your clients and teams
- Professional development opportunities tailored to help you grow your practice while learning from peers and field leaders

3. Total wealth management, including investments, insurance, annuities, and financial planning, gives you full control over your clients' financial needs.

- Comprehensive and open architecture investment advisory platform, powered by LPL Enterprise
- Customized new business platform for insurance and retirement planning

4. Advanced wealth management technology that streamlines operations, powerful tools for portfolio management, progress tracking, and administrative ease so you can focus on what matters most—your clients.

5. Robust suite of programs and resources to help deliver more value to your clients, grow your practice, and achieve success your way.

- Established teaming program where you can either join an existing team, or we can help build a team around you
- Best-in-class leads program powered by Gen AI and data analytics, connecting you with new opportunities
- Access to millions of existing Prudential customers, opening doors to new leads and growth
- A variety of compliance-approved, customizable marketing materials, plus the ability to create your own custom content
- Access to premium business solutions to help you create a manageable and scalable practice, including paraplanning, tax planning, high-net-worth services, admin solutions, and marketing solutions
- Discounted access to over 80 third-party vendors to help improve every aspect of your business from account management, operations, client communications, marketing, and more
- Business succession planning services and practice transfer to help you and your clients be well positioned for the future

6. The strength, recognition, and reputation of the Prudential brand to back your practice.

Contact us today to learn more about how Prudential Advisors is setting a new standard for the advisor experience.

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