

THE SECURIAN ADVANTAGE

Where Culture and Capabilities Meet™



Financial security
for the long run®



SECURIAN TAKES A UNIQUE
APPROACH TO THE ADVISORS
AND FIRMS WHO BECOME
OUR PARTNERS

THE SECURIAN ADVANTAGE

Where Culture and Capabilities Meet™

WE OFFER INDEPENDENCE, AND WE PROVIDE SUPPORT.

We work with locally-owned firms who establish their own brand, **and** we back them with the resources and expertise of a national network. • We provide excellent products, **and** we give firms and advisors the flexibility to deliver solutions offered by other companies. • With Securian, it's not either the career system or the independent channel. We combine the key strengths of both. • We offer more than the "either." We deliver the "**and.**"





**THE COMBINED STRENGTHS OF
TWO DISTINCT SYSTEMS**

The Career system and the Independent broker-dealer channel represent the two dominant approaches to delivering financial advice, planning and products to high net worth clients.

The Career system centers around a culture of long-term commitment. Companies devote resources to developing advisors. They provide extensive support, benefits and recognition, and form strong relationships with their advisors. Advisors focus on offering company products and services, and strive to achieve proprietary quotas.

The Independent channel offers advisors the freedom to run their own businesses. Advisors pay for services, space, support and cover the cost of their own benefits.

The Securian Advantage is where the culture of the Career system and the capabilities of the Independent broker-dealer channel meet. We combine the strengths of these systems to help firms and advisors achieve maximum success.

For more than 130 years, Securian and its affiliates have helped people and businesses achieve financial security through insurance, investments and retirement plans.

Our values, mutual tradition and history of ingenuity have fostered innovation in the development and delivery of financial services.

- We're trusted by more than nine million Americans.
- Our mutual tradition aligns with advisor and client long-term interests.
- We work in partnership with a nationwide network of firms and financial advisors.
- We provide financial security for the long run.

OUR VALUE PROPOSITION

**PARTNERING WITH LOCALLY OWNED FIRMS,
WE DELIVER A COMBINATION OF TRADITIONAL
CAREER COMPANY CULTURE, WITH THE CAPABILITIES
OF AN INDEPENDENT BROKER-DEALER.**

WHAT IT MEANS:

PARTNERING

Partnering with locally owned firms: Firms are independently owned at the local level, by partners with strong local relationships and community ties. Firms are run by entrepreneurial leaders with a vested interest in the firm's success.

CULTURE

Traditional career company culture: We help build advisor practices. From inexperienced advisor training and development to practice management and succession planning for experienced advisors, we help advisors grow. Benefits, recognition, development opportunities, technology expertise and other support allows firms and advisors to better serve their existing clients and build their businesses. Firms and advisors can focus on what they do best – delivering financial solutions to clients.

CAPABILITIES

Capabilities of an independent broker-dealer: We offer the freedom to choose from hundreds of products and services. Our open compensation system uses grid revenue to recognize all points of revenue generated, and we provide in-depth expertise on both investments and investment strategies.



CULTURE

CAPABILITIES

PERSONAL
RELATIONSHIPS

TECHNOLOGY
SUPPORT

INSURANCE
EXPERTISE

LOCAL
BRAND

LOCAL
OWNERSHIP

CULTURE
CAPABILITIES

ROBUST
PRODUCT
OFFERING

INVESTMENT
EXPERTISE

RECOGNITION

ADVISOR
DEVELOPMENT

COMPETITIVE
COMPENSATION



**PERSONAL RELATIONSHIPS,
LOCAL OWNERSHIP, LOCAL BRAND:
IT'S HOW WE'RE WIRED.**

It's a special combination of independence and partnership that makes the relationship between Securian, firms and advisors unique. We give firms and advisors the independence to establish their own identity and run their own businesses.

But with us, being independent doesn't mean being alone. Our relationships with firms and advisors are strong and lasting, offering resources, expertise and partnership to help them be as successful as possible in a very competitive business. That special combination of independence and partnership is the road less traveled in today's financial services market.

Financial products and services change, markets go up and down, but the essence of Securian's relationship with firms and advisors is unwavering.

It's just how we're wired.

THE ROUTE TO LONG TERM SUCCESS

Most firms and advisors at some point choose between the career system and the independent broker-dealer channel.

There is another way. It combines personal relationships, local ownership and support with freedom and flexibility. It gives firms and advisors an opportunity to reach their full potential.

**That way is The Securian Advantage.
It's a different approach that can make
a difference for you.**

ARE YOU LEVERAGING
THE SECURIAN ADVANTAGE
FOR YOUR BUSINESS?





SECURIAN[®]

Securian Financial Group, Inc.
www.securian.com

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