

## **Cetera, Financial Services Institute (FSI) Partner to Advance Advocacy Mission & Bolster Financial Advisor Momentum** *FSI Now Boasts 30,000 Financial Advisor Members*

**LOS ANGELES, CA & WASHINGTON, D.C.** – Knowing that independent services firms and independent financial advisors are in need of a bigger voice in Washington and in the states, Cetera Financial Group today announced that it has enrolled about 3,500 financial advisors into 2012 membership of the Financial Services Institute (FSI), in order to bolster FSI’s advocacy efforts. All three Cetera broker-dealers – Financial Network Investment Corporation, Multi-Financial Securities Corporation and PrimeVest Financial Services, Inc. – and their affiliated advisors are now full FSI members.

With the addition of the Cetera advisors, FSI’s financial advisor membership count is now more than 30,000 – an increase of 90 percent in 2011 alone.

**Cetera Financial Group CEO Valerie Brown**, a member of the FSI Board of Directors, said: “With new regulations constantly coming from Washington and each of the states, our industry must get even more engaged in helping shape effective regulation. A powerful advocacy organization like FSI is critical to all firms’ success, and we are proud to help ensure FSI thrives in the future – because it directly benefits our financial advisors. As an example FSI made a tremendous difference for us this year in California by leading a coalition to amend the independent contractor legislation. If not for that work Cetera and other independent broker dealers would have faced a paperwork and financial burden with no positive benefit for investors. We urge all broker-dealers and financial advisors to invest in their own futures by investing in FSI.”

**FSI’s EVP & COO, Keith Kelly**, added: “FSI does one thing and does it extremely well: we vigorously and effectively advocate for our members. The bottom line is, with commitment like this from firms like Cetera, the possibilities of what FSI can accomplish for all of its members are limitless. Every new partnership brings us one step closer to creating a healthier, more business-friendly environment for our members to thrive. We have 124 financial services firms as members, over 40 of which have implemented customized membership campaigns with their advisors, helping grow our base and our voice.”

For FSI financial advisor members, there is no secret or confusion about what you get: it is strong and effective advocacy – period. Our member firms and their financial advisors are the best in the business at providing unbiased advice to hard-working Americans. FSI works every day to protect the independent business model; and every independent financial advisor should take control of their future and join the fight to protect their business by [becoming an FSI financial advisor member](#).

In addition to advocacy, FSI financial advisor members receive: free, on-demand, members-only Web conferences and podcasts on timely advocacy related-topics critical to their business; quarterly advisor briefing calls; access to analyses of regulatory and legislative proposals; an Advocacy Action Center to easily communicate with legislators and regulators; opportunities to visit Capitol Hill and educate lawmakers; and exclusive FSI publications and communications.

**About the Financial Services Institute (FSI):** FSI is an advocacy organization for independent financial services firms and independent financial advisors. Established in January 2004, we have 124 financial services firm members and over 30,000 financial advisor members. Our member firms have upwards of 180,000 financial advisors affiliated with them. Our mission is to create a more responsible regulatory environment for independent broker-dealers and their affiliated independent financial advisors through effective advocacy, education and public awareness. And our strategy includes involvement in FINRA governance, constructive engagement in the regulatory process and effective influence on the legislative process. For more information, please visit [www.financialservices.org](http://www.financialservices.org).

**About Cetera Financial Group:** Cetera Financial Group is the parent company of the nation's largest privately held family of independent broker-dealers. It provides comprehensive broker-dealer services, competitive advisory programs, and innovative technology for nearly 5,000 independent financial professionals and more than 700 financial institutions and their investor clients, nationwide. Through its three distinct broker-dealer platforms, Financial Network Investment Corporation, Multi-Financial Securities Corporation and PrimeVest Financial Services Inc., Cetera combines the benefits of efficiency and ongoing investment provided by a large broker-dealer with the relationship focus and customized solutions of a smaller firm. Based in Los Angeles, Cetera is committed to helping advisors grow their business and strengthen their relationships with clients. For more information, visit [www.cetera.com](http://www.cetera.com)

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