

Multi-Financial Securities Corporation, Member FINRA/SIPC

Denver, Colo. – Feb. 7, 2011

### **Daniel Maurer Joins Multi-Financial as Senior Vice President, National Sales**

Multi-Financial Securities Corporation, the partner of choice for advisors seeking independence and a supportive broker-dealer relationship, announced today that **Daniel W. Maurer** has joined the firm as senior vice president, national sales. In this role, he will be responsible for overseeing practice management and sales, two areas critical for the growth of advisors' businesses.

"Our mission at Multi-Financial is to assist advisors in building stronger client relationships and helping to grow their business by providing support and guidance every step of the way," said **Brett Harrison**, Multi-Financial president and CEO. "We are very pleased to welcome Dan to Multi-Financial and are confident that he will be a critical resource for our existing advisors as well as instrumental in attracting new advisors to our team."

Maurer will be responsible for building stronger relationships with existing advisors and enhancing their experience with Multi-Financial. He will work closely with the marketing communications department to drive effective marketing strategies for advisors and oversee new business development and recruiting efforts.

"The independent channel, for all the right reasons, is poised for its best growth ever," said Maurer. "And in my experience, the best companies, the most successful companies in this business are those that focus not only on listening to clients, but on delivering. Multi-Financial is one of those companies. The combination of that and the independent-channel momentum makes this a very attractive destination."

Prior to joining Multi-Financial, Maurer held various positions with Curian Capital, LLC, a third-party asset manager, for nine years, most recently serving as senior vice president of marketing since 2005. He also previously served as vice president of corporate development and key accounts.

Before joining Curian, Maurer worked in a variety of roles with broker-dealers and registered advisors for more than a decade, including serving as managing director, financial services, at Josephthal & Co., Inc., where he was responsible for all sales and marketing activities related to its investment advisory programs, mutual funds, UITs and insurance products. He received his Bachelor of Science degree in economics with a minor in business administration from the State University of New York.

"I look forward to working closely with advisors at Multi-Financial to help expand their client relationships and ultimately grow their business," said Maurer. "The value that Multi-Financial places on a truly consultative advisor relationship is instrumental to the success of the firm and I am confident that advisors will continue to be attracted to our fiercely independent approach, giving them the flexibility to conduct their business their way while providing personalized and customized support."

#### **About Multi-Financial Securities Corporation**

Multi-Financial Securities Corporation, headquartered in Denver, Colo., is a full-service securities brokerage firm. Founded in 1981, Multi-Financial provides industry-leading products and services to more than 1,000 financial professionals nationwide.

#### **Jayson Hron**

Senior Public Relations Specialist  
Tel: 320.529.4506  
[jayson.hron@cetera.com](mailto:jayson.hron@cetera.com)

#### **Carol Graumann**

JCPR  
Tel: 973-732-3521  
[carol@jcprinc.com](mailto:carol@jcprinc.com)

# Press Release

External Communications

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The financial professionals of Multi-Financial have the flexibility to choose products that best suit their clients' financial needs and objectives. Multi-Financial offers efficient and convenient access to an extensive network of people, products and services and is committed to helping its affiliated representatives place clients' interests first. Multi-Financial delivers regulatory supervision, guidance, and training to all of its financial professionals, and provides the tools needed to build clients' wealth, plan their legacies, and reach their financial goals.

Multi-Financial, a part of the Cetera Financial Group, is a member of the Securities Investor Protection Corporation (SIPC) and a member of the Financial Industry Regulatory Authority, Inc. (FINRA). For more information, see [www.multifinancial.com](http://www.multifinancial.com).

**Jayson Hron**

Senior Public Relations Specialist  
Tel: 320.529.4506  
[jayson.hron@cetera.com](mailto:jayson.hron@cetera.com)

**Carol Graumann**

JCPR  
Tel: 973-732-3521  
[carol@jcprinc.com](mailto:carol@jcprinc.com)