

Cetera welcomes advisors from QA3 Financial Group

LOS ANGELES – Feb. 28, 2011 – Cetera Financial Group (Cetera) announced today that 35 advisors formerly affiliated with QA3 Financial Group (QA3) will join its family of independent broker-dealers. The advisors represent more than \$5 million in revenue.

Cetera uniquely offers advisors a choice of three broker-dealer models, allowing advisors to choose the style of partner that best fits their business and growth objectives.

“Cetera acts as a partner in helping multiple types of advisors improve client relationships and grow their businesses. We are actively recruiting advisors who represent a strong business and cultural fit with our choice of broker-dealer models,” said Cetera CEO **Valerie Brown**.

Financial Network, which supports advisors and small broker-dealers through a distinct regional director model, added 20 QA3 advisors with \$3 million in revenue.

“Financial Network provides high-touch local support to our advisors through a network of 30 regions and 65 regional directors across the country,” said Financial Network President and CEO **Jack Handy**. “Our structure enables advisors to be independent while having the local support of a regional team and the scale-driven benefits of a strong national home office.”

Financial Network’s BAR Financial region, led by **John Brackett** based in Pleasant Hill, Calif., added a number of advisors, increasing a regional force that is already 400 advisors strong.

“As part of the Cetera family, Financial Network offers all the benefits of a large, established and well-capitalized broker-dealer, from a robust wealth management platform and innovative technology to competitive advisory programs,” said Brackett. “In addition, advisors have tangible local support, creating a combination of teamwork and independence that drives dramatic growth at every stage of an advisor’s career.”

Multi-Financial, which serves the stand-alone entrepreneurial advisor, added 15 QA3 advisors with \$2.2 million in gross revenue. The advisors join Multi-Financial as branches in Omaha, Neb., as well as several cities in Florida.

“The QA3 advisors joining Multi-Financial chose us because they seek a close connection with a broker-dealer that specializes in supporting highly independent entrepreneurs with unique visions for their businesses,” said Multi-Financial President and CEO **Brett Harrison**. “Multi-Financial provides independent advisors with personal, direct and high-level access to the home office. We have the nimbleness and resources to serve their specific practice needs, enabling them to run their business their way while offering hands-on insights and custom tools that strengthen their client relationships. At the same time we benefit from the resources and investment of a parent focused on the needs of independent advisors.”

Already in 2011, the Cetera family of independent broker-dealers has recruited advisors representing a total of more than \$11 million in combined revenue.

“We have aggressive recruiting goals and we’ve experienced strong early-year momentum,” said Brown. “We’re optimistic about the year ahead. Advisors are starting to see the benefits of the tens of millions of dollars of investments in our platform and services. When you couple that with the increased financial pressures on some firms, it creates an environment ripe for many advisors to make a move. We believe we are uniquely well-positioned to help advisors transition to a place where they have the tools and resources to enable them to accelerate their growth.”

About Cetera Financial Group

Cetera Financial Group provides comprehensive broker-dealer services, innovative technology, and competitive advisory programs for approximately 5,000 independent financial professionals and more than 700 financial institutions nationwide. Through its three distinct broker-dealer platforms, Financial Network Investment Corporation, Multi-Financial Securities Corporation and PrimeVest Financial Services Inc., Cetera offers the scale-driven benefit of 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.

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