SUPPORTEDINDEPENDENCE

Prudential Advisors Independent Business Model

No two practices are the same, so choosing a model that aligns with your personal and business goals should be the baseline. When you choose to be independent with Prudential Advisors, you're free to run your business how you want to – you choose the products and services you position to your clients while keeping more of the revenue you generate.

Growth you want. Speaking of revenue, we're pretty sure you want more of it – which is why growing your business is our top priority. At Prudential Advisors, we're committed to your business' growth through our robust referrals and leads program, the resources to expand your team, and opportunities to acquire or sell a practice.

Support you need. As you advise your clients, we believe we should be there to advise you. (When you need us, of course.) Through local business support teams and regulatory specialists, you're able to stay current, compliant, and evolve your business with the industry.

Our network of financial professionals are more than GDC numbers on a spreadsheet – they are known by name, the reputation they've built, and celebrated for the impact they make with their client's every day. If you're ready to start or continue your journey of independence, we'd love to learn more about your goals.

EVERYONE IS GOING TO TELL YOU THEY'RE DIFFERENT. HERE'S HOW WE SHOW IT:

Up to 90%
payouts on anything you sell, with no quotas or the requirement to sell insurance products.

We distributed 1.2 million leads
to our financial professionals in 2021, generating $68.8 million in GDC.*

Local business specialists
in the US who provide support for financial planning, teaming, investments, and more.

Three investment advisory programs
to choose from, all designed to position you for success with your clients.

SCROLL OR FLIP

*As reported by Prudential Advisors Planning & Analysis team. GDC means "Gross Dealer Concession."

1058275-00001-00 | Expires: September 2023

INVESTMENT ADVISORY PROGRAMS

PRUCHOICE®

Non-discretionary mutual fund and ETF investment wrap-free program where client makes all investment decisions related to the program.

PruStrategist Portfolios®

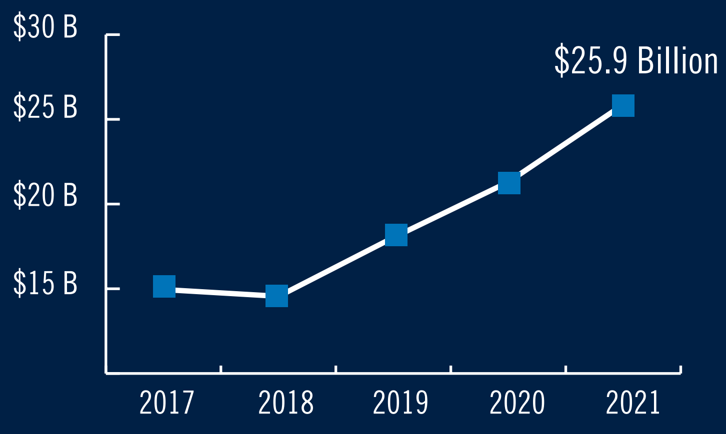
Discretionary model-based investment wrap-free program featuring a menu of investment options for tactical, strategic and dynamic investment strategies.

PruUMA®

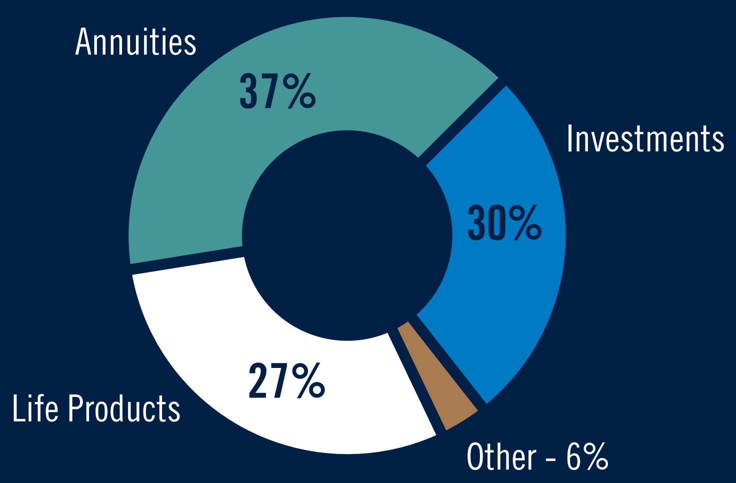
Discretionary “Unified Managed Account” program offering a combined portfolio of investment products, allocated according to an asset allocation model designed by PFPS, through its IARs, and is implemented by an overlay manager.

WHEN YOU’RE GROWING, WE’RE GROWING.

Prudential Advisors AUM Growth*
Past 5 years



Diversified Business*
2021



*As reported by Prudential Advisors Planning & Analysis team.

Prudential