



It's Time for a Change

Is the lack of flexibility and independence typical of large brokerages and wire houses stunting the growth of your business? Have you grown tired of pushing commission-based products that your clients don't need simply because you have no other options? Or, are you an independent advisor that lacks the brand recognition and back office support needed to scale your business and maximize your potential?

There's another solution. A company where you can take control of your own destiny and benefit from an entrepreneurial culture at an innovative investment advisory firm. There's The ETF Store. It's a bright new day for investing.

Why The ETF Store?

The ETF Store offers the flexibility and independence you want, while providing the support you need to grow your business including:

- **Strong brand recognition** – The ETF Store offers an innovative, approachable brand that retail clients can understand and feel comfortable with.
- **Comprehensive marketing support** - Take advantage of our robust digital marketing strategies that drive qualified, motivated leads to support your growth. The ETF Store also engages in more traditional offline marketing strategies to supplement your business.
- **Full back office support** – This includes compliance, trade execution, reconciliation, billing and client reporting.
- **Full customer service support** - Our primary custodians, TD Ameritrade & Charles Schwab, have both frequently been identified as providers of outstanding customer service and can assist with account openings, transfers, and everything else needed to make client transitions painless.
- **Robust client investment alternatives** – We offer a full suite of proven, proprietary model portfolios and investment strategies in addition to our comprehensive ETF selection process.

In addition, The ETF Store offers above industry average compensation with unlimited earnings potential and allows you to leverage your existing investment experience and professional licensing. Also, share in the growth of the firm through attractive stock option incentives.

Why Use ETFs in Client Portfolios?

The ETF Store focuses on the benefits of asset allocation. Decisions made relating to asset allocation will determine well over 90% of investment returns. The ETF Store believes ETFs are the best way for investors to gain exposure to asset classes. While mutual funds and other types of investments can have their place as part of a well diversified portfolio for certain clients, ETFs can offer significant advantages compared to mutual funds including:

- **Lower cost** – Most ETFs have expense ratios substantially lower than most mutual funds. In fact, ETF expense ratios are typically 50-75% lower than mutual funds.
- **Tax benefits** – Unlike with mutual funds, ETF investors don't have to pay taxes when other shareholders cash out of their positions. And because of the unique way they are structured, most ETFs have never paid a capital gain distribution.
- **Transparency** – ETF holdings are reported daily. Mutual fund holdings are reported quarterly, up to 60 days in arrears.
- **Liquidity** – ETFs trade throughout the day, can utilize options, limit and stop orders, etc. Mutual funds can only be redeemed at the end of each day.
- **Pure access** – ETF offer pure access to a wide range of asset classes historically not available to retail investors through mutual funds.

Choose the Career Path that's Right for You

We provide several exciting career paths allowing you the choice to select the business model that best fits with the level of support and independence you seek. Regardless of which model you determine is right for you, you'll have the flexibility and freedom you need to build your business.

- **Employee** – Build your business in a traditional office setting. Take advantage of the full support offered by The ETF Store to grow your book of business.
- **Independent Contractor** – Build your business at your own pace, operating outside of The ETF Store office setting, but with the full support needed to grow your business.
- **Franchisee** – Build an ETF Store business of your own. Operate your own RIA with corporate-level support from The ETF Store.
- **Licensee/Affiliate** – Use The ETF Store as your investment advisory solution, but continue operating under the brand and business you've already built.

For more information, please contact us at 1-877-365-3837 or e-mail us at careers@etfstore.com.