

14TH ANNUAL

Independent

BROKER-DEALER
GUIDE 2011



ILLUMINATING

Your Industry

A SUPPLEMENT TO

**Financial
Planning**

PRODUCED BY SOURCEMEDIA MARKETING SERVICES GROUP

Up & Comers

COMPANY	TOTAL REVENUES		COMMISSION REVENUE		FEE REVENUE		OTHER REVENUE	
	\$000s	% CHANGE	\$000s	% CHANGE	\$000s	% CHANGE	\$000s	% CHANGE
Investment Centers of America	74,545	22.8	57,869	20.1	10,192	44.2	6,484	19.5
Geneos Wealth Management	74,082	25.2	22,954	(18.3)	38,664	29.8	12,424	895.9
J.P. Turner	66,500	19.5	66,500	33.7				
Sigma Financial	64,732	20.1	43,653	13.3	21,079	37.3		
United Planners	64,635	66.8	37,048	60.2	18,158	16.2	9,429	
Questar Capital	63,621	19.4	55,850	13.0	4,591	18.3	3,180	
Summit Brokerage Services	62,500	38.9	48,500	32.9	11,000	69.2	3,000	50.0
KMS Financial Services	59,751	17.2	36,354	13.0	21,690	26.1	1,707	6.7
WFG Investments	51,800	21.3	29,800	13.8	14,000	33.3	8,000	33.3
Investacorp, Inc.	50,204	3.2	50,204	17.8				
Tower Square Securities	49,610	8.1	42,874	20.8	6,736	36.5		
Berthel Fisher & Co. Financial Services	49,365	21.2	37,531	17.3	7,338	42.0	4,495	26.3
Pacific West Financial Group	46,232	14.7	30,420	6.7	12,363	44.3	3,449	11.6
O.N. Equity Sales	46,089	14.4	44,410	13.5	1,558	67.5	120	(48.8)
Independent Financial Group	45,520	50.0	30,867	53.3	10,396	53.5	4,257	23.6
J.W. Cole Financial	40,245	11.3	32,177	11.5	8,068	10.5		
Equity Services	38,784		28,333		10,451			
PlanMember Securities	37,800	20.6	12,042	20.5	25,382	20.1	356	74.5
Sterne Agee Financial Services	37,186	32.3	32,885	52.6	4,300	(1.4)		
Hornor Townsend & Kent	36,942		24,872		12,070			
WRP Investments	34,174	8.7	29,285	10.2	4,889	0.5		
Sammons Securities	31,948	(16.9)	28,927	(24.8)			3,021	
Kovack Securities	31,294	15.9	20,794	10.4	10,500	28.6		
LaSalle St. Securities	30,360	(23.3)	26,180	(27.5)	4,179	20.6		
Crown Capital Securities	30,244	9.3	22,102	12.9	4,781	22.9	3,361	(20.1)
vFinance Investments	29,210	(18.2)	21,760	(18.6)			7,450	(16.3)
Harbour Investments	27,735	24.5	23,923	22.2	3,800	40.7	12	
Wall Street Financial Group	18,960	0.6	12,409	(5.0)	4,178	(2.2)	2,373	57.1
Prospera Financial Services	15,493		15,493					
Founders Financial Securities	12,308	75.0	10,336	70.9	1,972	100.0		
Coordinated Capital Securities	6,723	19.7	4,346	6.0	1,769	16.5	608	
Eagle One Investments	6,708		6,329		250		129	
GBS Financial	5,824		4,864		960			
Larson Financial Securities	1,558		1,558					

COMPANY	PRODUCTION REPS		TOTAL REPS	PAYOUT		PRODUCTION \$	
	TOTAL	% CHANGE		\$000s	TOTAL	AVG. PAYOUT	AVG. TOP 20%
Hornor Townsend & Kent	865		980	39,673	45,865		25,000
O.N. Equity Sales	713	(17.9)	932	39,432	55,304	40.3	151,384
Sigma Financial	627	3.0	671	57,336	91,444	16.8	248,775
Questar Capital	567	(1.4)	600	53,823	94,927	5.8	264,488
Equity Services	529		529	26,409	49,923		275,000
Investacorp	485	5.4	510	50,000	103,093	(13.0)	75,000
Sammons Securities	480	(9.3)	549	23,483	48,924	10.7	25,000
J.P. Turner	479	6.0	545	50,390	105,198	16.0	320,689
Tower Square Securities	400	(7.4)	427	41,168	102,920	18.3	339,538
WRP Investments	375		375	34,236	91,297	13.1	465,374
Independent Financial Group	370	29.8	400	37,702	101,897	18.0	365,000
PlanMember Securities	370		370	21,844	59,037	22.3	190,000
Berthel Fisher & Co. Financial Services	354	0.6	375	36,606	103,607	21.0	320,156
Summit Brokerage Services	325	3.2	360	52,000	160,000	30.9	700,000
Investment Centers of America	320	(3.0)	349	55,462	173,319	30.9	549,487
KMS Financial Services	320	3.2	385	51,839	161,996	15.1	543,127
Pacific West Financial Group	297	(3.9)	383	35,940	121,010	19.3	487,844
Kovack Securities	292	12.7	321	29,619	100,751	(1.0)	225,000
Crown Capital Securities	287	(5.0)	314	28,135	98,032	22.4	300,918
United Planners	284	3.3	335	51,458	181,189	56.5	400,000
LaSalle St. Securities	283	8.8	300	29,711	104,987	(2.6)	250,000
Geneos Wealth Management	266	13.2	296	73,242	275,345	10.9	732,041
J.W. Cole Financial	260	4.0	310	40,104	154,245	17.4	578,540
Sterne Agee Financial Services	245	53.1	271	37,186	151,778	7.6	350,000
WFG Investments	240	21.2	252	48,000	200,000	16.5	525,000
Harbour Investments	191	(0.8)	223	27,723	145,146	24.0	391,000
Wall Street Financial Group	149	(2.6)	160	14,540	97,586	(16.1)	311,884
vFinance Investments	133	(5.0)	137	22,037	165,693	(11.2)	0.00
Prospera Financial Services	106		106	21,290	200,846		250,000
Coordinated Capital Securities	85	1.2	85	6,868	71,394	25.6	255,997
GBS Financial	64		75	5,900	92,188		300,000
Eagle One Investments	61		61	5,577	91,426		266,572
Founders Financial Securities	55	10.0	82	12,358	224,688	53.8	542,300
Larson Financial Securities	12		25	743	61,947		382,204

J.W. COLE FINANCIAL

6978 W. Linebaugh Ave.
Tampa, FL 33625
Phone 866-0532-6531
Website joinjw-cole.com
Year founded 2002
CEO/president R.J. Wood
Recruiting executive Christine Baker
Clearing firm National Financial

KMS FINANCIAL SERVICES

2011 Sixth Ave., Ste. 2801
Seattle, WA 98121
Phone 206-441-2885 x 202
Website kms.com
Year founded 1971
CEO/president Mark Hamby
Clearing firm Pershing

KOVACK SECURITIES

6451 N. Federal Hwy., Ste. 1201
Ft. Lauderdale, FL 33308
Phone 888-JOIN-KSI
Website joinksi.com
Year founded 1997
CEO/president Ronald J. Kovack
Recruiting executive Carlo A. Bidone
Clearing firms National Financial, Pershing

LARSON FINANCIAL SECURITIES

1 City Place Dr., Ste. 100
Saint Louis, MO 63141
Phone 314-569-2400
Website larsonfinancial.com
Year founded 2010
CEO/president Paul D. Larson
Recruiting executive Ashlie Pinson

LASALLE ST. SECURITIES

940 N. Industrial Dr.
Elmhurst, IL 60126
Phone 630-800-0500
Website joinlasallest.com
Year founded 1974
CEO/president Jack McDermott
Recruiting executive Todd Morgan
Clearing firm National Financial

LINCOLN INVESTMENT PLANNING

218 Glenside Ave.
Wyncote, PA 19095
Phone 215-881-4550
Website lincolninvestment.com
Year founded 1963
CEO/president Ed Forst
Recruiting executive Michelo E. Jackson
Clearing firm Pershing

LPL FINANCIAL

1 Beacon St., 22nd Fl.
Boston, MA 02108
Phone 888-250-2420
Website joinlpl.com
Year founded 1953
CEO/president Mark Casady
Recruiting executive William Morrissey
Clearing firm LPL Financial
Parent co. LPL Holdings

M HOLDINGS SECURITIES

1125 N.W. Couch St., Ste. 900
Portland, OR 97209
Phone 888-520-6784
Website mfin.com
Year founded 2000
CEO/president Kenneth R. Ehinger
Recruiting executive Connie Morrison
Clearing firm Pershing
Parent co. M Financial

METLIFE SECURITIES

1055 Ave. of the Americas
New York, NY 10036
Phone 888-883-4684
Website metlife.com
Year founded 1983
CEO/president John J. Brett
Recruiting executive Alyssa Garrick
Clearing firm Pershing
Parent co. MetLife

MML INVESTORS SERVICES

1265 State St.
Springfield, MA 01111
Phone 800-542-6767
Website mmlinvestors.com
Year founded 1981
CEO/president John A. Vaccaro
Recruiting executive Ed Pelis
Clearing firm National Financial
Parent co. Massachusetts
Mutual Life Insurance Co.

MULTI-FINANCIAL SECURITIES

1290 Broadway
Denver, CO 80203
Phone 800-929-3485
Website multifinancial.com
Year founded 1991
CEO/president Brett Harrison
Recruiting executive Jay Vinson
Clearing firm Pershing
Parent co. Cetera Financial



**CROWN
CAPITAL**
SECURITIES, L.P.

Crown Capital Securities is a privately owned and truly independent Broker/Dealer. Crown's unique culture is built on three core values that include family, freedom and flexibility. Through these core values and state-of-the-art technology, Crown's financial advisers are able to make their own decisions, while building their individual practices.

STATS

NUMBER OF REFS	320
AVERAGE PAYOUT	90%
CLEARING FIRM	Pershing, National Financial
E&O COVERAGE	\$2,880.00
YEAR FOUNDED	1999
CEO/PRESIDENT	Darol K. Paulsen
RECRUITING EXECUTIVE	Darol K. Paulsen

CONTACT

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