

Broker/Dealer Understands Independent Financial Advisors

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Relationships Matter to Triad Advisors

Triad Advisors knows there are a lot of independent financial advisors out there. As a broker/dealer partnering with 450 advisors in 37 states, it works with quite a few. And even though each one is different from the next, they all have one thing in common: the desire to work with someone who understands them and the way they do business.

Relationships Built on Service

"We're not in the numbers game. We're in the relationships game," says Michael Bryan, vice president of advisory services. "We provide an excellent service model for independent advisors, and service is part of everything we do." Triad's partners are pleased with the service they receive. That's why the firm has such low advisor turnover. Advisors who get to know Triad end up staying for the long haul. Triad's 45-person staff has had



Clockwise from back left: Chet Payne, Craig Smith, Jeff Rosenthal, Keith Mathis, Nathan Stibbs, Mark Mettelman, Michael Bryan. Not pictured: David Minesinger and Marilyn Hosten.

low turnover as well. Advisors like working with staff members who know them and are familiar with how they operate.

"We're much more selective than other broker/dealers," says Jeff Rosenthal, senior vice president, chief marketing officer. "We work with a select number of advisors who mostly deal with emerging affluent or affluent investors. We are an independent firm working with independent advisors. We offer complete objectivity in every product and solution we provide. If there are advisors out there interested in this kind of a partnership, Triad is the home they've been looking for."

Independent and Objective

"With our completely open business model, we don't offer proprietary products or product incentives that could create a conflict of interest," says Nathan Stibbs,

vice president of business development. Triad's advisors objectively choose the best investment solution to fit each individual client's needs. What's more, the folks at Triad are experts at providing services for fee-based businesses. In fact, Triad has a well established fee-based support model. The firm offers great depth and breadth of service in this area, unlike those who are still playing catch-up in regard to fee-based management.

Triad is also a leader in alternative investments, integrated technological solutions and a common-sense approach to compliance. As a wholly owned subsidiary of Ladenburg Thalmann Financial Services, Inc. (NYSE Amex: LTS), Triad also has access to investment banking solutions not typically available to independent advisors. "But in the end, it all comes down to the way we treat people," says Rosenthal. "We don't see people as just numbers or a revenue source, and our advisors know that. They really matter to us, and we work hard to make sure we continue to matter to them."

 **Triad Advisors**
Your business. Your way.

5185 Peachtree Parkway
Suite 280
Norcross, GA 30092
800-720-4003
www.com



Mark Mettelman, President and CEO

What the Advisors Have to Say

"This is the first time I've ever worked with a broker/dealer who made me look good to my clients. It's really great to work with people like you."

– Triad Representative since 2000, Atlanta, Georgia

"I just wanted to let you know that I appreciate the way you communicate with me and the professional way in which you handle things. It is never easy to deal with so many reps and assistants, so many clients and funds.... You do an exceptional job keeping us on our toes. And I thank you!"

– Triad Representative since 1998, St. Louis, Missouri

"May I say that you have the most helpful and responsive staff I have ever had the opportunity to interact with in my 15 years in this industry. Congratulations on your personnel choices and on the philosophy you have obviously conveyed to your staff."

– Triad Representative since 2001, Charleston, South Carolina