YOUR *YEAR-END* FIRM EVALUATION

It's that time of the year. You've distributed an end-of-year financial checklist to your clients to ensure they are on track to reach their goals. It's time you also evaluate your satisfaction with your firm.

Name your top three values. In what ways does your firm align with these values?

We're built on a culture of respect – for you and your clients. At work, at home, and in your communities, we seek to be your Firm of Choice.

Are you told how to run your business, or do you have free rein?

We believe advisors need the freedom to serve their clients with products and services that best suit the client, not dictated by firm management. As such, we've eliminated the roadblocks of bureaucracy, banking mandates, and unnecessary fees, so you can focus on taking care of your clients – and winning new ones.

Does your comp plan change every year?

At Stifel, our comp plan is simple and transparent – and we've only changed it three times in more than 26 years. With payouts on every product and no account minimums, you can truly maximize your earning potential.

How many automated systems within your firm did you encounter this year when trying to resolve an issue?

We don't believe in phone trees or 1-800 numbers for you or your clients. Our Client Services & Help Desk are on standby to get the answers you and your clients need when you need them.

How many serviced "tickets" are outstanding from this year?

Whether it's answering questions, sending documents, connecting with Stifel's product & service experts, or providing support on technology, our industry-leading combination of people and platforms is in place to resolve issues for you as soon as possible.

Do the technology solutions at your firm tend to help or hinder you?

We view technology as a means to strengthen client relationships, so we invest in solutions built specifically for advisors, making it easier for you to serve your valued clients.

How often did you have to restructure a client's householding to meet account minimums?

You choose your clients. No inactive account fees, and no account minimums.

How many times did your management change this year?

Based on the results of the J.D. Power 2023 U.S. Financial Advisor Satisfaction Study℠, Stifel is the #1 Wealth Management Firm for Employee Advisor Satisfaction – and the long tenure of our management speaks volumes about this award. We're home to a seasoned c-suite and one of the longest serving CEOs in wealth management.

Do you have the support you need to reach your fullest potential?

Programs like our Women's Initiative Network (WIN) provide mentoring, support, and idea sharing. And our annual Blueprint advisor conference, advisor roundtables, and training programs will help you make the most of your practice and deliver outstanding client service.

Is there something you can proudly share about your firm with your friends?

We're the nation's seventh largest full-service investment firm based on the number of financial advisors. Our Chairman's and President's Councils go on recognition trips to places like Grand Cayman and Palm Beach. Oh, and we're the title sponsor of the Stifel U.S. Ski Team.

READY FOR A CHANGE?

Sometimes, relationships just don't work out. We know that change seldom comes easy, especially in an industry that relies so heavily on long-standing client relationships, but we're here to help you start the new year on the right foot.

"It was the toughest decision ever – the idea of changing when you care so much about your clients, knowing that you're asking them to pick up everything they know to follow you to a new firm," she says. "But what was the most humbling experience is that almost all of our clients followed."

- Rita Mahn, *Senior Vice President/Investments, Branch Manager*

STIFEL MAY BE A BETTER OPTION FOR YOU. LETS TALK.

Rhett Geraghty | *Director, Advisor Recruiting & Brand Marketing*

(314) 342-7475 | geraghtyr@stifel.com

501 North Broadway | St. Louis, Missouri 63102