

Don't Roll the Dice

Don't rely on 'chance' for success. The best players have a strategy for winning. Position yourself to win by converting your practice from commissions to fees. Our Roadmap Program™ lets you move your practice with confidence, avoiding revenue setbacks while executing a winning plan.

The Roadmap Program™ isn't just theory, it's a practical *step-by-step* conversion process. We don't just *tell* you what you should do – we *show* you how to do it. Don't let the competition take control of the board. You take control! Your move is clear . . . Securities America!



MAKE THE WINNING MOVE!

STRATEGIES FOR MANAGING YOUR PRACTICE

Who to convert to fees and who to keep on commissions

TACTICS FOR EFFECTIVE MARKETING

How to position yourself with current and new clients

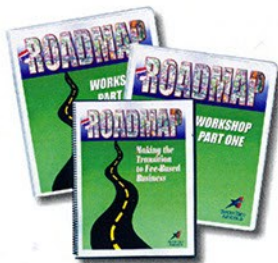
FINANCIAL SUPPORT

Interest free loans to help you transition

PLUS

SECURITIES AMERICA'S
ROADMAP PROGRAM™

*Converting from Commissions
to Fees Manual,
Comprehensive Workshop,
and Step-by-Step Materials*



www.great-move.com
Call 800-989-8441

 **Securities America**

A Wholly Owned Subsidiary of American Express Financial Corporation

Securities America Advisors, Inc. - An SEC Registered Investment Advisory Firm
Securities America, Inc. - Member NASD/SIPC

No Bones About It

Our industry is in the middle of an online revolution. Don't take a chance drawing from the boneyard of ideas. Will you get lucky and find a use for that wonderful online technology? Can you add value to a client who has as much product information as you? Do you know how to use the Web to reach new prospects? Answer these cyber questions and more with Securities America's new program Moving Your Practice Online.™

Technology is the name of this game. We have it and know how to use it. With Securities America, the numbers just add up. You have the last play . . .



MAKE THE WINNING MOVE!

WEB BASED E*OFFICE

Online contact management, trading, reports and more

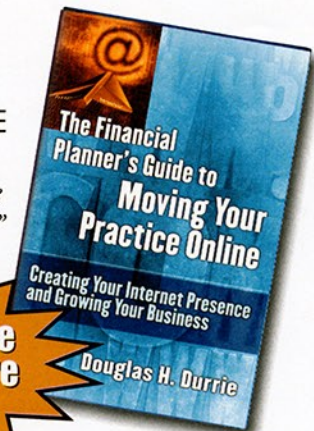
CUSTOM WEB PRESENCE

Websites to fit your clients' marketing and service needs

PLUS

OUR REPS BENEFIT FROM
SECURITIES AMERICA'S
ONLINE BUSINESS EXPERTISE

*As seen in the new book,
"The Financial Planner's Guide
to Moving Your Practice Online"*



**Now Available
at a Bookstore
Near You!**

www.great-move.com

Call 800-989-8441

 **Securities America**

A Wholly Owned Subsidiary of American Express Financial Corporation

Securities America Advisors, Inc. - An SEC Registered Investment Advisory Firm
Securities America, Inc. - Member NASD/SIPC

Don't Get Trapped

Some Broker/Dealers' feel they've built a better mousetrap – and you're the mouse! Your gross payout sounds good on paper, but some complicated rule always reduces your *net* payout. They keep promising that innovative “thing-a-ma-jig” technology, but it's always late and it never seems to work as advertised. They keep telling you how good their service is, but no one is ever there when you need them.

Sound familiar? It's time to break out of the trap. Experience the difference by making the move to Securities America.



MAKE THE WINNING MOVE!

100% PAYOUT WITH \$125,000 GDC OR FEES*
Choose only the services you want and need

DYNAMIC, ONLINE TECHNOLOGY AND SUPPORT
Contact management, online trading, and more

FLEXIBLE FEE-BASED PROGRAMS AND SERVICES
Interest free loans for converting to fees

INNOVATIVE PRACTICE MANAGEMENT PROGRAMS
Guides, tapes, workshops, and on-site consulting

EXTRAORDINARY SERVICE EACH AND EVERY DAY
Just ask our independent representatives

www.great-move.com
Call 800-989-8441

 **Securities America**

A Wholly Owned Subsidiary of American Express Financial Corporation

Securities America Advisors, Inc. - An SEC Registered Investment Advisory Firm
Securities America, Inc. - Member NASD/SIPC



SAFE