



Welcome to Our Branch Office!

In today's competitive environment, it's difficult to find the time to handle current clients and attract new clients, while still tending to all the demands of an independent financial practice.

JFC Financial Services is a full-service Office of Supervisory Jurisdiction (OSJ) firm. In fact, Securities America, the independent broker/dealer (B/D) who partners with JFC to support our advisors, considers us a "Super Branch" due to the support capabilities and size of our firm.



The team of professionals at JFC Financial Services can help you with client paperwork, office administration, compliance and supervision, marketing and prospecting. This means you can spend *your* time focusing on what you do best — helping your clients pursue their financial dreams and goals.

Partnering with JFC Financial Services offers a powerful, successful business model.



Left to right: Janice Zach, Steph Mattison, Luke Alexander, Jack Connealy, Deb Hartford, Tom Cook, Deb Greitens, Ryan Allied and Heather Harms.

Supporting Independent Advisors Nationwide

JFC began in 1992 as a small financial services firm. Today, JFC supports around 130 independent financial professionals. JFC Financial Services advisors hit the bullseye *twice* when they joined, enjoying experienced support *and* a culture of independence!



JFC-affiliated advisors are located coast-to-coast and operate their businesses from:

- Home-based offices
- Traditional office environments
- Within banks and credit unions

JFC-affiliated advisors operate their practices in many ways like:

- Solo practitioners
- Partnerships
- Branch offices with multiple advisors and staff

Our ability to provide service and support is not restricted by an advisor's geographical or office location, or by the size of his or her practice.

Special Note!

**Securities America Publishes 2013 Issue of
Award-Winning "Connect" Magazine**

JFC's strategic partner and broker/dealer Securities America has won back-to-back awards for its [Connect!](#) industry magazine.

This is an example of the deep knowledge, expertise and resources JFC brings to advisors across the nation. We partner closely with industry-savvy strategic partners that personify the term "excellence."



The Resources You Need to Thrive

Professional financial advisors face many challenges in trying to best meet their clients' needs. JFC offers you a unique and valuable combination of an experienced branch-level support structure and a culture of independence.

JFC Financial Services is an OSJ firm offering a full menu of services to support you:

- Business operations
- Customer service
- Financial planning strategies
- Compliance and supervision
- Business development
- Professional growth



We provide a wide range of support services aimed at helping you stay focused on your clients, minimizing the time and energy you spend on non-revenue producing activities.

Our goal is to serve as your primary point of contact on all business relating to the broker/dealer. We provide the resources you need to process client business, review investment strategies, and remain compliant with industry rules and regulations.

JFC's friendly staff, broad and deep resources, and seasoned experience at supporting advisors can help you run an efficient, productive and enjoyable practice. Call **Jack Connealy** at (402) 483-2555 today to confidentially discuss how JFC can help you reach a new level of success.

Join JFC Financial Services Online!

LinkedIn

Join Jack Connealy Online!

LinkedIn



Financial Institution Support

Financial Institution Partnership Program

For program managers in banks and credit unions, and advisors affiliated with those financial institutions, JFC Financial Services can provide a turnkey solution to grow your client base and acquire new assets.



If banking is your expertise, it makes sense to partner with a firm whose expertise is comprehensive financial services. The capital required to develop these services internally is extensive, and the ongoing supervision, marketing, and technology investments that must be made require dedicated resources. Doesn't it make sense to outsource this function to a trusted partner with a turnkey solution?

JFC Financial Services, in conjunction with Securities America, has created a customizable turnkey solution for financial institutions to offer their customers comprehensive financial services. JFC has relationships with banks and credit unions (and the advisors located in these institutions). Our goal is to help financial institutions generate additional revenue by attracting new assets, competitor-proofing current customers, and acquiring new customers by expanding their value proposition without disrupting existing business.

Our Turnkey Bank and Credit Union Solution Offers Proven, Effective Resources

Our turnkey solution includes a wide array of resources specifically designed to meet the needs of credit unions and banks. These resources include:

Local Support — We recruit and mentor experienced professional financial advisors to work in your institution as employees or as independent advisors.

Customized Marketing — We help you create and implement a comprehensive marketing program using proven tools such as statement stuffers, signage, brochures, educational workshops, customer appreciation events and lobby day events.

Ongoing Education — We offer opportunities for advisors to learn about specific and general product knowledge, advanced planning and investment strategies, industry regulations and compliance.

Compliance — All investment and advisory business conducted will be supervised by a Registered Principal at JFC. Regular audits and site visits are conducted to ensure full compliance with all securities industry regulatory requirements. In addition, we strictly adhere to additional requirements for financial services located in banks and credit unions.

Integrated Technology — Advisors located in banks and credit unions have access to a fully integrated suite of web-based technology to help them easily manage the daily workflow and servicing of clients. This leading-edge technology provides:

- Real-time, online access to all accounts and documents
- Integration of client data for reporting, financial planning, trading, etc.
- The ability to submit paperwork digitally via scanning or faxing
- Pre-population of forms
- Online tracking of business submission and issue resolution
- Document archiving and storage

Product Offerings — A full menu of products and services are available to assist your customers with their financial goals. Careful analysis of a customer's situation will reveal opportunities to utilize your bank's or credit union's products as well as securities and insurance products designed for their goals and bring in more assets.

A strategic relationship with JFC Financial Services and Securities America can help you successfully introduce or expand your current financial services offerings. The combination of resources, programs and services available through Securities America and the local support, leadership and expertise of JFC Financial Services is a powerful formula for a successful financial institutions program.

Call **Jack Connealy** at **(402) 483-2555** to confidentially discuss how JFC can help you run a more profitable and successful financial services program in your bank or credit union.

