



THiNK! OF THE POSSIBILITIES
OF THE FUTURE
OF PROSPERITY

Your Business – Your Way!

Success...

Our primary concern is that you succeed, so we provide you a comprehensive menu of non-proprietary financial products, along with solutions to help manage your business. This way you can give your clients the utmost in quality service and attention.

Our platform gives you a wide variety of solutions to choose from, the open architecture technology enables you to be progressive and flexible in serving your clients. You have the freedom to make objective recommendations to your clients, creating added transparency and versatility, thus eliminating any conflicts of interest between the firm and the goals of your clients. We want to help you grow, so our focus is to assist you in managing your business so that you can continue to deliver excellent service to your clients.

Non-proprietary solutions available for the following:

- *Financial Planning*
- *Outsourced Money Management*
- *Structured Products*

What Is an RIA?

The Registered Investment Advisor

The financial services industry is undergoing rapid changes. As the needs and desires of consumers change, firms engaged in managing money are also changing. A registered investment advisor (RIA) manages the assets of individuals and institutions. RIAs can be individuals, partnerships, or corporations.

The old model of a broker calling his clients with stock ideas is passing away. In fact, there have been a large number of client assets leaving this model, for several reasons, including high commission fees and inadequate diversification.



Why Become an IAR?

Advantages of Independence

What if you could build your own business – one where you call the shots, your clients benefit, and you focus on what you enjoy? What if we helped you think through the possibilities and gave you all the support and tools you need to help you build the firm you've always wanted to work for? Now you can.

Moving to a fee based culture. Having the freedom to serve your clients the way you think is best. And keeping more of what you earn. These are the three most frequently cited advantages of becoming an IAR.

Choose your own lifestyle

Imagine having the freedom to determine your own culture. You get to decide where you want to work. How you want to work. And with which clients. You get to choose how you want to spend your time, what direction you want to take your business in, what you stand for as an advisor - the life you want to live is completely up to you.

Serve clients' best interests

As an IAR, you decide what products your client needs. In fact, you'll have a fiduciary responsibility to choose the investments that you think are best for your clients. It's a fiduciary standard of care that's gaining support among regulators and advisors alike because it allows greater protections and transparency for investors.

Take control of your success

When you become an IAR, you're in charge of your own destiny. There's nothing holding you back. You'll have the freedom to surround yourself with investment choices and business capabilities that are among the best in the industry. You get to choose the platforms. You get to choose the products. You even get to choose how your business operates and how your time is best spent. Whether you use a fee based platform of your own portfolios or SMA's, you choose the best base for your practice. There are over 1600 SMA's available through TD Ameritrade. In short, you'll be able to create and own the company you've always wanted to work for.

*Securities offered through Fortune Financial Services, Inc.
Advisory services offered through Prosperity Wealth Management
Registered Investment Advisor
Fortune Financial Services, Inc. and Prosperity Wealth Management
are separate entities.*





Our Services

Analytics

Having the right analytical tools can help advisors display investment strategies more clearly and provide better client service, which may increase client confidence, loyalty and referrals. Add value to your client relationships and to your business by leveraging these tools.

Document Management

Deploying a Document Management solution in your office can have a significant impact on your productivity. Paperless solutions have reshaped the way we interact with clients and have added efficiencies on both sides of the relationship. From improving account opening processes to minimizing clutter and simplifying document storage and retrieval, Document Management solutions are an important component of an advisor's technology toolset.

Financial Planning

Financial planning software helps you provide your clients with a roadmap for their desired goals. Getting your clients' account information into those systems to help provide an accurate picture of their finances and properly plan for their future is an important component of the planning process. Veo® has deep integrations with several financial planning solutions to enable you to easily import your clients' account information and help steer your clients toward success.

Office Tools

Veo Open Access offers live integrations with a wide-range of office tools from third-party technology providers. Whether you need a solution to consolidate your social media channels, create online forms, assess risk, communicate with clients, aggregate data or monitor suitability requirements, it is likely that there is an integrated solution available to meet your needs.

Online Advice Solutions

Many Online Advice Solutions (also known as robo-technology) have been developed specifically to work with, not against, financial advisors. These platforms can help you integrate the convenience of these new technologies into your existing practice. Online Advice Solutions may be able to help you add efficiency and scale to your business and also help you offer your services to a new demographic—expanding your client base and building a stronger pipeline for future growth of your full-service offering.

Portfolio Management

Integration is key to streamlining your Portfolio Management process. Leveraging the Veo® platform's open access capabilities with many Portfolio Management solutions, you can automate trades and management fee billing, access real-time Veo data to keep better track of your clients' investments, and use single sign-on (SSO) functionality to seamlessly navigate from Veo to your Practice Management solution—all helping you provide better client service.

Trading & Rebalancing

Advanced trading and rebalancing solutions can help you significantly boost efficiency across your firm and enable you to do more to help your clients achieve their investment goals. Evaluate the trading and rebalancing tools that are integrated with Veo to determine which is best suited for the needs of your clients and the needs of your business.





CRM

Investment Advisor Representative

A CRM system is a critical tool for any advisor. However, often times, advisors may only scratch the surface when it comes to using a CRM system to its full potential.

If you're using your CRM as nothing more than a glorified rolodex, you may be missing out on additional functionality that could boost your efficiency and improve client service.

Integrated Applications Available Through TD Ameritrade Platform:

EXAMPLES:

Salesforce
Redtail
Junxure
MoneyGuidePro
Morningstar
eMoney
Orion

Practice Management

Helping Your Practice Succeed

Get the support you need. Tailored to your business, and delivered by our experts.

We recognize that no two firms are exactly alike. That's why, when it comes to supporting your business, we spend a lot of time with you exploring opportunities that can help you be greater.

Our approach starts with meaningful conversation, and is grounded in fact-based research and insights, including our extensive benchmarking program. We believe that data helps drive good decisions, and we'll work with you to help you understand how your firm is performing against your peers. Our experienced representatives will consult with you and use those learnings to create a tailored plan to help you meet your objectives and improve your business.

Five key areas we focus on:

- *Business Models*
- *Planning*
- *Technology*
- *Client Engagement*
- *Teams*

Making the Transition

We won't trap you into the typical transition of Overpromise - Underdeliver.

The fear of the unknown can make the transitioning process a worrisome one. The many tasks that encompass this change can be overwhelming, however we have made our system as streamlined and painless as possible.



OUR PROCESS:



Your Business – Your Way!



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