


Are you asking the right questions?

10 questions to consider before transitioning to a new broker-dealer

No matter how your business is structured, your broker-dealer should offer a culture that empowers your expertise to deliver solutions to help you grow.

Asking the right questions can give you the confidence you need to decide whether a change is right for you.

Here are a few to start:

- 
- 1 Do you have the ability to market under your own brand identity?
 - 2 Do your clients belong to you or the firm?
 - 3 Are there proprietary product expectations?
 - 4 Do you have the flexibility to choose your business model?
 - 5 What fees are passed to you or your clients?
 - 6 How does the firm support your practice growth?
 - 7 What digital solutions for greater support and efficiencies are available?
 - 8 Is there a dedicated team that supports your business through regulatory change?
 - 9 Are there any programs that support you with case consultation or financial planning design?
 - 10 How will the firm support your transition? Is financing an option?

At Lincoln Financial Network, we think you'll like our answers.

The value we can offer you and your business through our independent support model comes with a culture of support, growth, and expertise.

Start your evaluation with us.

Call 866-536-6630, email JoinLFN@LFG.com, or visit www.JoinLFN.com/Transition to learn more.

For Financial Professional use only. Not for use with the public.

Lincoln Financial Network is the marketing name for Lincoln Financial Securities Corporation and Lincoln Financial Advisors Corp., affiliates of Lincoln Financial Group. Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates.

CRN-1519393-060716