

October 2011

Financial Planning

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THE 2011 FP50: THE
BIGGEST INDEPENDENT
BROKER-DEALERS

UP & COMERS

| COMPANY | TOTAL REVENUES | | COMMISSION REVENUE | | FEE REVENUE | | OTHER REVENUE | |
|---|----------------|-------------|--------------------|-------------|---------------|-------------|---------------|-------------|
| | \$000s | % CHANGE | \$000s | % CHANGE | \$000s | % CHANGE | \$000s | % CHANGE |
| Investment Centers of America | 74,545 | 22.8 | 57,869 | 20.1 | 10,192 | 44.2 | 6,484 | 19.5 |
| Geneos Wealth Management | 74,082 | 25.2 | 22,994 | (18.3) | 38,664 | 29.8 | 12,424 | 895.9 |
| J.P. Turner | 66,500 | 19.5 | 66,500 | 33.7 | | | | |
| Sigma Financial | 64,732 | 20.1 | 43,653 | 13.3 | 21,079 | 37.3 | | |
| United Planners | 64,635 | 66.8 | 37,048 | 60.2 | 18,158 | 16.2 | 9,429 | |
| Questar Capital | 63,621 | 19.4 | 55,850 | 13.0 | 4,591 | 18.3 | 3,180 | |
| Summit Brokerage Services | 62,500 | 38.9 | 48,500 | 32.9 | 11,000 | 69.2 | 3,000 | 50.0 |
| KMS Financial Services | 59,751 | 17.2 | 36,354 | 13.0 | 21,690 | 26.1 | 1,707 | 6.7 |
| WFG Investments | 51,800 | 21.3 | 29,800 | 13.8 | 14,000 | 33.3 | 8,000 | 33.3 |
| Investacorp, Inc. | 50,204 | 3.2 | 50,204 | 17.8 | | | | |
| Tower Square Securities | 49,610 | -8.1 | 42,874 | 20.8 | 6,736 | 36.5 | | |
| Berthel Fisher & Co. Financial Services | 49,365 | 21.2 | 37,531 | 17.3 | 7,338 | 42.0 | 4,495 | 26.3 |
| Pacific West Financial Group | 46,232 | 14.7 | 30,420 | 6.2 | 12,363 | 44.3 | 3,449 | 11.6 |
| O.N. Equity Sales | 46,089 | 14.4 | 44,410 | 13.5 | 1,558 | 67.5 | 120 | (48.8) |
| Independent Financial Group | 45,520 | 50.0 | 30,867 | 53.3 | 10,396 | 53.5 | 4,257 | 23.6 |
| J.W. Cole Financial | 40,245 | 11.3 | 32,177 | 11.5 | 8,068 | 10.5 | | |
| Equity Services | 38,784 | | 28,333 | | 10,451 | | | |
| PlanMember Securities | 37,800 | 20.6 | 12,062 | 20.5 | 25,382 | 20.1 | 356 | 74.5 |
| Sterne Agee Financial Services | 37,186 | 32.3 | 32,885 | 52.6 | 4,300 | (1.4) | | |
| Horner Townsend & Kent | 36,942 | | 24,872 | | 12,070 | | | |
| WRP Investments | 34,174 | 8.7 | 29,285 | 10.2 | 4,889 | 0.5 | | |
| Sammons Securities | 31,948 | (16.9) | 28,927 | (24.8) | | | 3,021 | |
| Kovack Securities | 31,294 | 15.9 | 20,794 | 10.4 | 10,500 | 28.6 | | |
| LaSalle St. Securities | 30,360 | (23.3) | 26,180 | (27.5) | 4,179 | 20.6 | | |
| Crown Capital Securities | 30,244 | 9.3 | 22,102 | 12.9 | 4,781 | 22.9 | 3,361 | (20.1) |

| COMPANY | PRODUCING REPS | | TOTAL REPS | PAYOUT | | AVG. PAYOUT % CHANGE | PRODUCTION \$ QUOTA | |
|---|----------------|-------------|------------|---------------|----------------|----------------------|---------------------|----------------|
| | TOTAL | % CHANGE | | \$000s | TOTAL | | AVG. TOP 20% | QUOTA |
| Horner Townsend & Kent | 865 | | 980 | 39,673 | 45,865 | | | 25,000 |
| O.N. Equity Sales | 713 | (17.9) | 932 | 39,432 | 55,304 | 40.3 | 151,384 | 10,000 |
| Sigma Financial | 627 | 3.0 | 671 | 57,336 | 91,444 | 16.8 | 248,775 | 50,000 |
| Questar Capital | 567 | (1.4) | 600 | 53,823 | 94,927 | 5.8 | 264,488 | 25,000 |
| Equity Services | 529 | | 529 | 26,409 | 49,923 | | 275,000 | 125,000 |
| Investacorp | 485 | 5.4 | 510 | 50,000 | 103,093 | (13.0) | | 75,000 |
| Sammons Securities | 480 | (9.3) | 549 | 23,483 | 48,924 | 10.7 | | 25,000 |
| J.P. Turner | 479 | 6.0 | 545 | 50,390 | 105,198 | 16.0 | 320,689 | 10,000 |
| Tower Square Securities | 400 | (7.4) | 427 | 41,168 | 102,920 | 18.3 | 339,538 | 0.00 |
| WRP Investments | 375 | | 375 | 34,236 | 91,297 | 13.1 | 465,374 | 50,000 |
| Independent Financial Group | 370 | 29.8 | 400 | 37,702 | 101,897 | 18.0 | 365,000 | 100,000 |
| PlanMember Securities | 370 | | 370 | 21,844 | 59,037 | 22.3 | 190,000 | 35,000 |
| Berthel Fisher & Co. Financial Services | 354 | 0.6 | 375 | 36,606 | 103,407 | 21.0 | 320,156 | 50,000 |
| Summit Brokerage Services | 325 | 3.2 | 360 | 52,000 | 160,000 | 30.9 | 700,000 | 150,000 |
| Investment Centers of America | 320 | (3.0) | 349 | 55,462 | 173,319 | 30.9 | 549,487 | 0.00 |
| KMS Financial Services | 320 | 3.2 | 385 | 51,839 | 161,996 | 15.1 | 543,127 | 40,000 |
| Pacific West Financial Group | 297 | (3.9) | 383 | 35,940 | 121,010 | 19.8 | 487,844 | 100,000 |
| Kovack Securities | 292 | 12.7 | 321 | 29,419 | 100,751 | (1.0) | 225,000 | 50,000 |
| Crown Capital Securities | 287 | (5.0) | 314 | 28,135 | 98,032 | 22.4 | 300,918 | 50,000 |
| United Planners | 284 | 3.3 | 335 | 51,458 | 181,189 | 56.5 | 400,000 | 75,000 |
| LaSalle St. Securities | 283 | 8.8 | 300 | 29,711 | 104,987 | (2.6) | 250,000 | 80,000 |
| Geneos Wealth Management | 266 | 13.2 | 296 | 73,242 | 275,345 | 10.9 | 732,041 | 200,000 |
| J.W. Cole Financial | 260 | 4.0 | 310 | 40,104 | 154,245 | 17.4 | 578,540 | 50,000 |
| Sterne Agee Financial Services | 245 | 53.1 | 271 | 37,186 | 151,778 | 7.6 | 350,000 | 100,000 |
| WFG Investments | 240 | 21.2 | 252 | 48,000 | 200,000 | 16.5 | 525,000 | 200,000 |



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