



Founded in 1982, **FINANCE 500, INC.** is a registered broker dealer that provides investment products and financial services to a diverse and growing clientele. Ranked as one of the top underwriters of CDs in 2002 issuing over 1750 individual issues*, **FINANCE 500, INC.** is equipped to provide competitive offerings, services, and concessions to our client / partners.

“The Bond Department” is a team of fixed income specialists, designed to help you eliminate the costs and complexities involved with setting up and maintaining an effective fixed income department. By outsourcing your fixed income business to **FINANCE 500’s** experienced specialists, your reps gain superior support, training & education, as well as professional trading services --- **without taking any capital or market risk on your part.** **“The Bond Department”** is willing to provide the full training necessary so your representatives can use bonds as the entrée for capturing high net worth accounts. They will provide your brokers with exceptional expertise in various fixed-income options, and equip them with the tools and services necessary to generate substantially more fixed-income commission revenues for your firm.

In addition to the increased revenue that will be generated by your reps, **Finance 500 will contribute directly to your bottom line, by paying your firm for order flow.** (And please note: This revenue is paid out of **Finance 500’s** trading profits -- not by you, your reps, or at the expense of your clients.) Through our **non-exclusive** arrangement (meaning you can deal with any other fixed-income sources you wish to), which contains **no** overt or hidden costs to your broker dealer, your reps will gain:

- **Full Service Support** - We spend whatever time is necessary to educate your reps and help them learn how to explain suitable fixed-income investment options to their clients.
- **Training** - We conduct (at no cost) training sessions for your reps and in some cases, make presentations alongside your reps at client investment seminars.
- **Portfolio Presentations** - We provide easy-to-understand portfolio presentations of bond ladders and other strategies for your reps to present to their clients.
- **Portfolio Analytics** - Upon your request, we can examine existing portfolios and make recommendations for bring them into better alignment with your clients’ stated investment objectives.
- **Competitive Executions** - In today’s world of point-and-click investing, the bond market is unique in that it still relies heavily upon personal relationships. Finance 500 has established relationships with numerous dealers across the country, giving you access to a large array of competitive bids and offers.
- **Extensive Bond Offerings** – Your reps receive access to our website, which lists approximately 15,000 daily bond offerings taken from the inventory of over 350 broker/dealers nationwide.

The fixed-income markets, with a total volume of \$20 trillion, represent an untapped resource for many broker/dealers and their sales force. There are over 5,000,000 individual bond issues outstanding and in existence, which dwarfs the 12,000 equity issues and 10,000-15,000 mutual fund/other packaged-product issues being traded today. **If your representatives are not presenting bonds to their clients, they’re missing out on one of the largest pools of capital in the U.S.** This is the simple reason why you should consider having Finance 500’s fixed-income professionals train and develop your brokers, turning them into well-rounded financial consultants who will be armed with the knowledge necessary to attract more high-net worth investors to your firm and enhance overall profitability.

If you have any questions, you can directly contact Bryan Bennett at Finance 500 at 800-477-6266, or email him at: bbennett@finance500.com