

WHY DO ADVISORS JOIN OUR FIRM?

We are a full service financial organization delivering proven support systems allow financial representatives to build successful practices through long-lasting, trusted client relationships. We offer options for affiliation based on level of independence and support desired. Resources and practice management are customized for financial representatives based on affiliation and business vision. With an intense focus on providing value and believing that “a rising tide raises all ships,” the experienced team at Michigan Financial Companies brings a passion for serving clients and associates to everything they do, with the highest ethical standards, energy, and supportive work environment.

Advantages:

- Open architecture product platform with a comprehensive range of protection, investment, and advisory products from leading carriers.
- Access to a top-tier broker dealer, Royal Alliance Associates, Inc., providing a robust operational platform to facilitate your business.
- Firm level specialists in areas of estate planning, business strategies, marketing, advanced sales, group insurance, long-term care insurance, 401(k) planning, investments, and compliance.
- Firm resources to assist independent brokers with product access, case design and operational support.
- Transition team support, access to firm-based marketing-initiatives, advanced sales consultants, underwriting support, and practice enhancement resources.

Practice Enhancement Services:

- Marketing Director consults with representatives to develop personalized business development plans including execution in chosen markets.
- Access to firm level special events and resources to cultivate long-term relationships with CPAs, attorneys, banks, credit unions, and property/casualty firms as trusted alliances.
- Active outreach program to match clients with active associates.
- Training platform based on client's values and goals with emphasis on becoming the "Most Trusted Advisor".
- Successful joint work and mentoring opportunities.

We are strongly committed to diversity and equal opportunity.

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