



Why become a financial professional?



EQUITABLE
ADVISORS

Why become a financial professional?

We're on a mission to help people build fulfilling futures. Our commitment to helping people pursue what's possible has never been stronger. Together, we guide clients forward with courage, strength and wisdom — and support them in making the choices that help them lead a fulfilled life — with our financial professionals as the cornerstone of our success.

As a financial professional, you can achieve:

Impact — The work you do not only helps clients make smarter decisions in their financial lives, it helps them focus on the people and the passions in their lives that matter most to them.

Independence — We value ambition. You control your own career. In fact, we work hard to create a culture where you move forward as fast as you'd like, not as fast as you're told.

Income — You have the ability to accelerate your earning potential. The potential to grow your income or responsibilities is based on one factor: you.



Innovation

Offering innovative and competitive products



Competitive compensation

Providing a competitive compensation program



Opportunities

Offering attractive wealth-building opportunities



Benefits

Delivering a superior benefits package



Support

Supporting your business and clients with cutting-edge digital tools and systems

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Year 1

What to expect when pursuing your career as a financial professional.

Getting started

Before you can begin working with clients and offering products/services, you must become licensed and registered and then go through our comprehensive initial training program. This program includes in-person training, online courses, mentoring programs and shadowing opportunities — all designed to supply you with valuable information that will help you jump-start your career.

Comprehensive training

Once you've obtained the necessary licenses and registrations, you will begin your salaried training phase. During this time, you'll work your way through a curriculum of online courses and facilitated in-person training. Working closely with your manager, you will begin building your practice through marketing and sales visits with clients and prospects. Once the required training and selling phases of the program have been completed, you are eligible to become a financial professional.

Year 2

As you learn more about our products and services, develop your client base and enhance your skills, you may have the potential for advancement in the organization by choosing a specialty or becoming a manager.

Areas of focus

Leadership does not always entail pursuing a traditional management path. We need leaders who have developed the technical expertise to capitalize on untapped business opportunities in the various geographical, occupational and ethnic markets that require it. Areas of focus may include:

- Charitable planning
- Employee benefits
- Qualified plans
- Estate planning strategies
- Asset allocation
- Executive benefits

Management

Leaders are critical to the growth of an organization as great teams don't just depend on strategies — they depend on people. We devote time to identifying and developing leaders early in their career. If pursuing management is right for you, you may be eligible to become a product district manager (PDM) as early as year 2. During this process, you will:

- Begin receiving bonuses based on milestone accomplishments.
- Obtain your Series 24.
- Hire three new financial professionals.
- Participate in our Leadership Development School.
- Grow your supervisory skills and compliance knowledge as you participate in online and branch training.

Year 3

Your third year as a financial professional is all about growing your business, increasing your skills and multiplying your impact.

Step into management

Upon successful completion of the PDM program, you may be eligible to be appointed into the role of a district manager. Our management platform is a pivotal leadership role and affords you the opportunity to have a larger scale impact as you coach, lead and help guide others to find their own personal success.

Building a firm or joining an existing producer group is a great way to amplify your business quickly. Teaming with other financial professionals, who may have a varied area of focus or skill sets, can open the doors to meeting with new or niche clients. As you build your business and gain more clients, it may be a great option to bring on a Gold Mentee to help with your existing clients. This process would involve taking what you have learned in the first 3 years and helping those new in the business learn and grow while assisting with your client base in the industry.

Professional designations/certifications

We offer a tuition refund program for professional designations/certifications recognized and respected by clients and other professionals in the industry.

- CERTIFIED FINANCIAL PLANNER™ professional (CFP®)¹
- Chartered Financial Consultant (ChFC®)
- Chartered Life Underwriter (CLU®)
- Life Underwriter Training Council Fellow (LUTCF®)
- Financial Services Certified Professional (FSCP®)
- Retirement Income Certified Professional (RICP®)

¹ CFP® and CERTIFIED FINANCIAL PLANNER™ are certification marks owned by the Certified Financial Planner Board of Standards, Inc. These marks are awarded to individuals who successfully complete the CFP Board's initial and ongoing certification requirements.



Year 4

The first few years of building your business as a financial professional can seem daunting, but with the support and guidance provided by the company, we've seen great success. Our 4-year retention rates for new financial professionals are 93.1% better than the industry average.²

Recognition and rewards

We believe in celebrating the successes and contributions that our financial professionals make to our company and our communities, and there are numerous reward and recognition programs you can take advantage of, if you qualify. Some of these programs are for high achievers who are looking to learn more in order to further hone their skills, while other programs are designed to help build and foster relationships within our organization and community.

- Elite Leaders
- Emerging Leaders
- Field Advisory Council
- Gold Mentor Program
- Elite Advisor Group

Joining a producer group or building a firm

One way we reward our financial professionals, while continuing to support their growth, is through hosting various conferences throughout the year. Each conference, while having different qualifications to attend, will help foster further business development while encouraging rest and relaxation — each conference is held at a resort destination!

- National Leaders Forum
- National Management Conference
- Asian Diversity Summit
- Hispanic Diversity Summit
- Women's Diversity Summit
- LGBTQ Diversity Summit
- African American Diversity Summit

Opportunity

There's a lot to be gained from aligning yourself with an organization that enables you to be in business for yourself, but not by yourself. In an increasingly complex industry with constant change, the need for financial professionals is ever-growing and the opportunity is immense.

² LIMRA, The Path to Improving Retention, 2022.

So, what's your MOVE?

If you are looking for the opportunity to accelerate your success with the support of one of the nation's leading financial services firms,

Let's connect.

equitable.com/advisor-careers

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