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## *Securities America Exceeds Expectations with Next Level Coaching Program*

OMAHA, NE – Nov. 17, 2009 — Securities America reported today that success measurements related to their Next Level Coaching Program have exceeded expectations. An outgrowth of Securities America’s \$1 Million Advisor Survey conducted in April 2008, the Next Level Coaching Program is designed to help advisors learn how to become million-dollar producers. The first group of advisors completed the yearlong program in July 2009.

“We instituted a bonus incentive to refund the program tuition to any advisor who achieved a 60 percent increase in fee-based AUM, within three years of starting the program,” said Paul Lofties, vice president of acquisitions and product. “More than 20 percent of the advisors in our first group have already received a tuition refund. As you can imagine, we are extremely excited about the success of the program so far.”

The Next Level Coaching Program focuses on three key areas: strategy, practice management and fee-based advisory services. With live group meetings held quarterly and one-on-one peer coaching sessions during all other months, the program provided actionable tools and techniques along with the accountability required to ensure that participants implemented what they learned. “This was obviously a winning combination. By using just one of the tactics presented, participants were able to increase their closing rate by 20 percent,” said Kirk Hulett, senior vice president of strategy and practice management.

Coaching program participant Ken Buzek, who earned one of the first Next Level tuition rebates, said: “We are using more and more of what we learned in Next Level – the income for life /distribution phase philosophy; Securities America’s Managed Opportunities platform; and business diversification including more annuity and planning business. Thanks to the Next Level Coaching Program, we are adding new clients. Business is fun and exciting again.”

Participant Janice Thompson recognized that many of her team’s challenges stemmed from a lack of clear direction. Using principles taught in the program, she focused on assessing her practice’s deficiencies and created a defined plan of action. “At the end of our all-day meeting, everyone was enthusiastically on the same page, ready to embrace change, said Thompson. “We have a great deal of work to do, but we are all committed to ensuring that this firm looks very different one year from now.”

Advisor David Evenson described his experience in Next Level as, “the greatest thing I’ve done for my business in 25 years.”

A second group of advisors began the program in July 2009 and a third class will begin in March 2010.

#### About Securities America

Headquartered in Omaha, Nebraska, Securities America, Inc. has more than 1,900 financial professionals nationwide with more than \$42 billion in client assets under their supervision. Securities America Advisors, Inc. is an SEC-Registered Investment Advisory firm with more than \$13 billion in assets under management and administration that offers investment management, financial advice and financial planning through financial advisors. As “your business growth expert,” Securities America’s mission is to foster the success of financial professionals so they can provide quality, objective counsel and services to their clients. Additional information is available at [www.securitiesamerica.com](http://www.securitiesamerica.com).

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*For details or answers to questions regarding this or any Securities America topic, please contact Deb Hansen, First Vice President Marketing, at [dhansen@saionline.com](mailto:dhansen@saionline.com) or call 800-747-6111 x4600 or Natalie Hadley, Public Relations/Marketing, at [nhadley@saionline.com](mailto:nhadley@saionline.com) or call 800-747-6111 x4606*

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