

# FINANCIAL PLANNING

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# FFP 50

**The Biggest,  
Fastest Growing  
Independent  
Broker-Dealers**

**2009**



# Up&Comers



COMPANY	REVENUE		COMMISSION REVENUE		FEE REVENUE		OTHER REVENUE	
	\$000s	% CHANGE	\$000s	% CHANGE	\$000s	% CHANGE	\$000s	% CHANGE
WRP Investments	38,232		33,785		4,447			
United Planners	37,955		29,858		6,842		1,300	
Prime Capital Services	37,766	(16.0)	28,580	(18.0)	9,186	(9.1)		
Sammons Securities Co.	37,502	(25.0)	35,191	(25.8)	0		2,311	(9.4)
Crown Capital Securities	36,637		27,495		7,631		1,512	
PlanMember Securities	34,651	(4.7)	11,895	(4.6)	22,756	(4.8)	0	
<b>Independent Financial Group</b>	<b>34,017</b>	<b>5.7</b>	<b>24,598</b>	<b>0.9</b>	<b>5,945</b>	<b>21.7</b>	<b>3,474</b>	<b>18.9</b>
Summit Brokerage Services	34,000	(11.7)	26,500	(17.2)	6,000	20.0	1,500	0.0
Kovack Securities	24,760	(6.0)	16,609	(12.8)	8,150	11.9		
Sterne Agee Financial Services	24,000	21.2	18,000	12.5	4,400	15.8	1,600	
Harbour Investments	23,800	(5.7)	21,200	(6.8)	2,600	4.2		
Wall Street Financial Group	22,997	(9.5)	18,166	0.0	3,802	(38.0)	1,029	(8.2)
First Midwest Securities	18,320	12.6	13,525	(14.8)	387	(3.8)	4,408	
Ensemble Financial Services	15,874	2.4	7,499	(6.8)	7,815	4.7	560	
Broker Dealer Financial Services Corp.	15,244	11.6	13,565	4.3	399	(27.1)	1,280	14.8
Medallion Investment Services	14,802	(6.9)	9,553	(15.3)	5,249	13.7		
Founders Financial Securities	9,442		8,395		833		214	
Eagle One Investments	8,528	(7.0)	8,342	(7.0)	178	(10.6)	8	0.0
Coordinated Capital Securities	6,889	(9.7)	4,858	(13.5)	1,546	9.5	485	(19.3)

COMPANY	PRODUCING REPS		TOTAL REPS	PAYOUT \$000s	AVERAGE PAYOUT		PRODUCTION \$	
	TOTAL	% CHANGE			TOTAL	% CHANGE	AVG. TOP 20%	QUOTA
Medallion Investment Services	295	(10.0)	301	14,802	50,176	3.0	175,000	0
Crown Capital Securities	290		290	31,613	140,000		320,369	50,000
LaSalle St. Securities	285	(2.0)	300	39,052	137,023	14.0	320,000	80,000
United Planners	275		313		170,000			75,000
<b>Independent Financial Group</b>	<b>240</b>	<b>21.0</b>	<b>275</b>	<b>27,931</b>	<b>116,379</b>	<b>(14.0)</b>	<b>477,800</b>	<b>100,000</b>
Kovack Securities	237	(3.0)	262	21,665	91,412		202,100	50,000
Summit Brokerage Services	225	22.0	250	29,250	165,000	(8.0)	650,000	150,000
Associated Securities Corp.	214	(14.0)	214	30,959	145,000	(35.0)	596,000	125,000
Prime Capital Services	198	(15.0)	234	24,091	121,674	0.0	618,097	0
WFG Investments	195	11.0	208	38,000	183,000	28.0	620,000	200,000
Harbour Investments	185	(5.0)	212	21,329	125,000	5.0	325,000	45,000
vFinance Investments	175		190	29,100	166,000		535,000	0
Wall Street Financial Group	157	(10.0)	168	21,968	139,925	1.0	388,424	50,000
First Midwest Securities	148	45.0	166	14,090	95,202	(12.0)	250,000	100,000
Sterne Agee Financial Services	110	10.0	140	21,000	191,000	1.0	450,000	150,000
Ensemble Financial Services	110	20.0	138	15,072	150,724	(11.0)	495,129	0
Coordinated Capital Securities	77	(1.0)	77	5,507	71,522	(25.0)	237,015	25,000
Equitas America	58	(6.0)	60	5,513	95,000		300,000	100,000
GBS Financial Corp.	58	(6.0)	64	4,780	85,000	5.0	220,000	100,000
Founders Financial Securities	44		53	7,780	176,827		500,000	100,000



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