

October 2011

# Financial Planning

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THE 2011 FP50: THE  
BIGGEST INDEPENDENT  
BROKER-DEALERS

# UP & COMERS

COMPANY	TOTAL REVENUES		COMMISSION REVENUE		FEE REVENUE		OTHER REVENUE	
	\$000s	% CHANGE	\$000s	% CHANGE	\$000s	% CHANGE	\$000s	% CHANGE
Investment Centers of America	74,545	22.8	57,869	20.1	10,192	44.2	6,484	19.5
Geneos Wealth Management	74,082	25.2	22,994	(18.3)	38,664	29.8	12,424	895.9
J.P. Turner	66,500	19.5	66,500	33.7				
Sigma Financial	64,732	20.1	43,653	13.3	21,079	37.3		
United Planners	64,635	66.8	37,048	60.2	18,158	16.2	9,429	
Questar Capital	63,621	19.4	55,850	13.0	4,591	18.3	3,180	
Summit Brokerage Services	62,500	38.9	48,500	32.9	11,000	69.2	3,000	50.0
KMS Financial Services	59,751	17.2	36,354	13.0	21,690	26.1	1,707	6.7
WFG Investments	51,800	21.3	29,800	13.8	14,000	33.3	8,000	33.3
Investacorp, Inc.	50,204	3.2	50,204	17.8				
Tower Square Securities	49,610	8.1	42,874	20.8	6,736	36.5		
Berthel Fisher & Co. Financial Services	49,365	21.2	37,531	17.3	7,338	42.0	4,495	26.3
Pacific West Financial Group	46,232	14.7	30,420	6.2	12,363	44.3	3,449	11.6
O.N. Equity Sales	46,089	14.4	44,410	13.5	1,558	67.5	120	(48.8)
<b>Independent Financial Group</b>	<b>45,520</b>	<b>50.0</b>	<b>30,867</b>	<b>53.3</b>	<b>10,396</b>	<b>53.5</b>	<b>4,257</b>	<b>23.6</b>
J.W. Cole Financial	40,245	11.3	32,177	11.5	8,068	10.5		
Equity Services	38,784		28,333		10,451			
PlanMember Securities	37,800	20.6	12,062	20.5	25,382	20.1	356	74.5
Sterne Agee Financial Services	37,186	32.3	32,885	52.6	4,300	(1.4)		
Horner Townsend & Kent	36,942		24,872		12,070			
WRP Investments	34,174	8.7	29,285	10.2	4,889	0.5		
Sammons Securities	31,948	(16.9)	28,927	(24.8)			3,021	
Kovack Securities	31,294	15.9	20,794	10.4	10,500	28.6		
LaSalle St. Securities	30,360	(23.3)	26,180	(27.5)	4,179	20.6		
Crown Capital Securities	30,244	9.3	22,102	12.9	4,781	22.9	3,361	(20.1)

COMPANY	PRODUCING REPS		TOTAL REPS	PAYOUT		AVG. PAYOUT % CHANGE	PRODUCTION \$ QUOTA	
	TOTAL	% CHANGE		\$000s	TOTAL		AVG. TOP 20%	QUOTA
Horner Townsend & Kent	865		980	39,673	45,865			25,000
O.N. Equity Sales	713	(17.9)	932	39,432	55,304	40.3	151,384	10,000
Sigma Financial	627	3.0	671	57,336	91,444	16.8	248,775	50,000
Questar Capital	567	(1.4)	600	53,823	94,927	5.8	264,488	25,000
Equity Services	529		529	26,409	49,923		275,000	125,000
Investacorp	485	5.4	510	50,000	103,093	(13.0)		75,000
Sammons Securities	480	(9.3)	549	23,483	48,924	10.7		25,000
J.P. Turner	479	6.0	545	50,390	105,198	16.0	320,689	10,000
Tower Square Securities	400	(7.4)	427	41,168	102,920	18.3	339,538	0.00
WRP Investments	375		375	34,236	91,297	13.1	465,374	50,000
<b>Independent Financial Group</b>	<b>370</b>	<b>29.8</b>	<b>400</b>	<b>37,702</b>	<b>101,897</b>	<b>18.0</b>	<b>365,000</b>	<b>100,000</b>
PlanMember Securities	370		370	21,844	59,037	22.3	190,000	35,000
Berthel Fisher & Co. Financial Services	354	0.6	375	36,606	103,407	21.0	320,156	50,000
Summit Brokerage Services	325	3.2	360	52,000	160,000	30.9	700,000	150,000
Investment Centers of America	320	(3.0)	349	55,462	173,319	30.9	549,487	0.00
KMS Financial Services	320	3.2	385	51,839	161,996	15.1	543,127	40,000
Pacific West Financial Group	297	(3.9)	383	35,940	121,010	19.8	487,844	100,000
Kovack Securities	292	12.7	321	29,419	100,751	(1.0)	225,000	50,000
Crown Capital Securities	287	(5.0)	314	28,135	98,032	22.4	300,918	50,000
United Planners	284	3.3	335	51,458	181,189	56.5	400,000	75,000
LaSalle St. Securities	283	8.8	300	29,711	104,987	(2.6)	250,000	80,000
Geneos Wealth Management	266	13.2	296	73,242	275,345	10.9	732,041	200,000
J.W. Cole Financial	260	4.0	310	40,104	154,245	17.4	578,540	50,000
Sterne Agee Financial Services	245	53.1	271	37,186	151,778	7.6	350,000	100,000
WFG Investments	240	21.2	252	48,000	200,000	16.5	525,000	200,000



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