

OUR COMMITMENT TO OUR CLIENTS

Integrity

We will maintain the highest level of clear, honest, and realistic communication with our clients. All of our recommendations are made with our clients' best interests in mind.

Knowledge

We pledge an ongoing commitment to be informed on economic, portfolio asset allocation, investment planning, and individual stock issues. We have the ability to combine our knowledge with other professionals to develop plans and ideas for the benefit of our clients.

Innovation

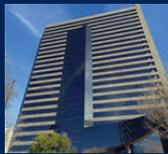
Our ability to develop unique solutions to meet our clients' needs is paramount in our day-to-day decision-making. Whether it is our online account viewing, our team-based approach, or our on-site trading room, it is our goal to continue being a leader in offering new services.

Trust

Our commitment is to conduct ourselves in a manner that is commendable and deserving of our clients' confidence. The matters that are discussed with our clients are very personal in nature and, as such, require a great degree of discretion. We are committed to winning everyone's trust and confidence.



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5230 Carroll Canyon Road, Suite 214
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Our Clients are Our Greatest Asset



FIRST FINANCIAL
EQUITY CORPORATION

WELCOME TO FIRST FINANCIAL EQUITY CORPORATION

At First Financial Equity Corporation (FFEC), our clients are our greatest asset. Our primary objective is to provide you with personalized customer service, while offering comprehensive financial solutions to meet your diverse financial goals.

Our innovative advisors work diligently to develop custom portfolios with your uniqueness in mind!

Securities and investment advisory services are offered through First Financial Equity Corporation, member of FINRA, SIPC.

INVESTMENTS

- Common and Preferred Stocks
- Corporate and Municipal Bonds
- U.S. Treasury & Agency Securities
- Mutual Funds and ETFs
- Options
- Unit Investment Trusts
- Insurance Products, including: Long Term Care, Life Insurance, Annuities
- Cash Management Programs
- REITS & Alternative Investments
- Diversified List of Investment Advisory Services, including: Dimensional Fund Advisors, SEI Investment Services, Efficient Market Advisors, Morningstar Investment Services

SERVICES

- Estate/Retirement Planning
- Exercise of Employee Stock Options (restrictions apply)
- Stock and Bond Research
- Online Account Access
- Paperless Statements & Confirmations
- Educational Seminars
- Corporate Retirement Platforms, including: 401ks, SEPs, Simples, IRAs, Roth IRAs
- Banking Services

GET TO KNOW FIRST FINANCIAL EQUITY CORPORATION

FFEC, founded in 1985, is a privately owned, full-service investment firm based in Scottsdale, Arizona and quickly growing to other regions of the United States. With our state of the art technology and comprehensive financial solutions, the firm offers a broad array of services.

We design portfolios to meet your particular needs, whether you are seeking a corporate retirement plan for thousands of employees or are a beginner investor just starting out. From traditional equity trading capabilities to extensive financial and estate planning services, our primary responsibility is the success of your investing and economic endeavors.

Visit our website at www.ffec.com for office listings, access the most up to date information, and to view financial advisor profiles.

We seek to achieve the lifestyle goals and objectives that you and your family desire now and in the future.
