



Choice.
Flexibility.
Independence.



Whether you are experiencing major life changes, planning for retirement, or simply deciding where to invest and save your money, a financial professional can advise you, the investing client, on how to best prepare your finances for the future. Selecting an independent financial professional is an important step to achieving your goals.



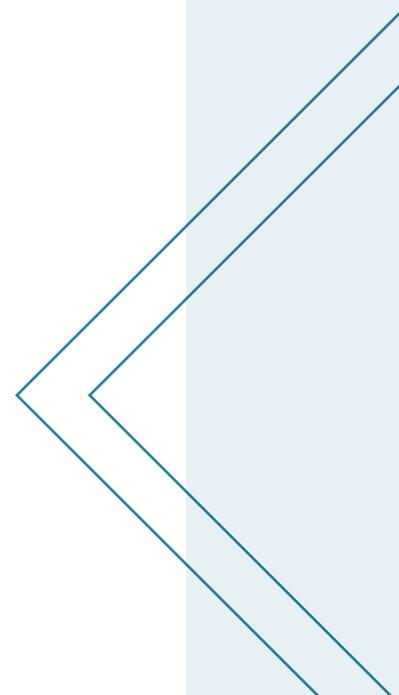
What is an independent financial professional?

Your independent financial professional is not an employee of an investment or financial services firm – they are an independent business owner. They have the freedom to structure their business in a manner that best serves their investing clients. Your independent financial professional has chosen to work with Cambridge Investment Group, Inc., a privately controlled financial solutions firm focused on serving independent financial professionals and their investing clients. Cambridge is also a national corporation with a registered investment adviser as well as an industry leading independent broker-dealer. Cambridge provides services to independent financial professionals that may include processing investment business, marketing assistance, business consulting, and education. In addition, Cambridge holds certain responsibilities for regulatory compliance and adherence to securities laws.

Why is private control and independence important?

You may be familiar with firms that are subsidiaries of commercial banks, investment banks, or investment companies. An independent, privately controlled firm is different because they generally do not underwrite securities, create research, or engage in investment banking. They allow financial professionals to offer non-proprietary products, such as mutual funds or life insurance, from a wide variety of companies. Many independent financial professionals choose to work with Cambridge because of their ability to provide investment advice and holistic financial and retirement planning guidance without expectations to sell proprietary products.

Cambridge is focused on the financial professional with an independent mindset and dedication to best serving the needs of their investing clients.



Managing of Your Assets

Prioritizing the needs of the independent financial professional and their clients

At Cambridge, we are focused on the financial professional with an independent mindset and dedication to best serving the needs of their investing clients. Our firm is owned by our associates, management, and financial professionals – and our leadership is dedicated to maintaining a structure that enables us to control our future so independent financial professionals can better control their businesses.

Cambridge supports financial professionals who serve their clients as registered representatives and investment advisor representatives, choosing to use either Cambridge's firm registered investment adviser or their own. In an independent model, the financial professional, investment firm, and clearing and custody firm are all separate entities that are regulated and work together to serve the needs of the investing client.

As an independent broker-dealer, Cambridge has chosen non-affiliated clearing and custody firms to provide the trade execution, clearing, custody, and other related services for the investing clients of financial professionals. Clearing relationships are typical throughout the industry and allow your financial professional to focus on helping you achieve your investment goals while taking advantage of the clearing firm's safeguards for the physical protection of your assets.

The Securities Exchange Commission (SEC) is an agency of the U.S. government that oversees the Financial Industry Regulatory Authority (FINRA), which in turn oversees broker-dealers, clearing firms, and your financial professional. Both the SEC and FINRA require members to comply with various rules intended to regulate and oversee the operation of financial markets and the sales practices of financial professionals. Regulators aren't associated with, and do not endorse, Cambridge. You can review the regulatory standing of Cambridge and each associated financial professional by visiting FINRA's BrokerCheck.

Client assets are protected by the Securities Investor Protection Act, which is administered by the Securities Investor Protection Corporation (SIPC). SIPC is a non-profit, non-government, membership corporation funded by member broker-dealers. SIPC's primary role is to return funds and securities to investors if the broker-dealer holding these assets becomes insolvent. Cambridge and its non-affiliated clearing partners are members of SIPC. Securities in your account are protected up to \$500,000. For details, please see sipc.org.

Investing Client

You have the freedom to choose to interact with your financial professional through a fee based or commission relationship, or both, based on your financial needs.

Financial Professional

An investment advisor representative (IAR) provides financial guidance to their clients and is generally paid a fee for either managing assets and/or giving investment related advice, and is regulated through a registered investment adviser (RIA).

A registered representative is licensed to sell securities, provides financial guidance to their clients, and may be paid a commission when a financial product is purchased, and is regulated through a broker-dealer.

Investment Firm

A Registered Investment Adviser (RIA) processes the fee based business of IARs licensed with the firm and holds certain responsibilities for regulatory compliance and adherence to securities law.

A broker-dealer facilitates the buying and selling of securities on behalf of the registered representatives licensed with the firm and holds certain responsibilities for regulatory compliance and adherence to securities laws.

Custody and Clearing Firms

Firms such as Pershing LLC and Fidelity InstitutionalSM provide the trade execution, clearing, custody, and other services for securities and related transactions.

Regulators

The Securities Exchange Commission (SEC) is responsible for oversight of the Financial Industry Regulatory Authority (FINRA), which in turn oversees broker-dealers, custody and clearing firms, and your financial professional. Regulators aren't associated with, and do not endorse, Cambridge.

By the Numbers

(as of July 31, 2020)

1981

Founded in Fairfield, Iowa³

3,500+

Financial professionals
in all 50 states

1,000,000+

Client accounts

\$1

Billion+

Gross revenues*

\$118

Billion+

Assets under advisement**

About Cambridge

Honored to be among the most respected firms in the industry, Cambridge is a 13-time honoree in the Broker-Dealer of the Year annual poll by *Investment Advisor* magazine¹ and has earned an overall average of 9 out of 10 from our financial professionals based on Cambridge's Satisfaction Survey over the last 20 years.

Ranked among the top 10 independent broker-dealers by revenue,² Cambridge remains strong and growing – in part due to our conservative financial strategies and the disciplined efforts of financial professionals in their independent businesses. In addition, we believe our long-term success is also due to the appeal of moderate business practices and traditional values.

In keeping with Cambridge's longstanding focus on flexibility and choice, our financial solutions are designed to give independent financial professionals the ability to serve their clients according to their unique business model, while using multiple management styles based on the preferences of their investing clients. To best support independent financial professionals and their clients, we continue to support both fee based and commission options, giving investing clients the freedom of choice in how they interact with their financial professional.

At Cambridge, our purpose is to make a difference in the lives of our financial professionals, their clients, and our associates. We support over 3,500 independent financial professionals nationwide who serve their hundreds of thousands of clients. We are proud that financial professionals who share our core values of integrity, commitment, flexibility, and kindness choose Cambridge as their financial solutions firm. The financial professionals affiliated with Cambridge live and work in communities all across the country, servicing investing clients who reflect the unique demographics of their communities.

For more information, visit JoinCambridge.com.

*For the 12 months ending 12/31/19

**AUA reflects fee based and independent RIA assets plus commission



We believe every journey is important.
We are independent. We are Cambridge.



1776 Pleasant Plain Road
Fairfield, Iowa 52556
800-777-6080 | JoinCambridge.com



¹*Investment Advisor* magazine, 2020-2012, 2010, 2008, 2007, Division IV; 2003, Division III. Cambridge received the highest marks from its financial professionals in the *Investment Advisor* Broker-Dealer of the Year 2020 Division IV category. A broker-dealer becomes eligible for this honor only after a minimum of 10 percent of its producing financial professionals cast valid ballots. These ballots also rate the broker-dealer in 15 different categories defined by *Investment Advisor* as relevant challenges and concerns by financial professionals. The broker-dealers receiving the highest marks in each of four divisions are declared Broker-Dealer of the Year by *Investment Advisor* magazine. Proprietary study results are based on experiences and perceptions of participating financial professionals surveyed in June of the 13 years listed. Your experience may vary. Visit thinkadvisor.com.

²*Financial Planning* magazine, June, 2012-2020

³Cambridge and its predecessor broker-dealer

Pershing LLC, member FINRA, NYSE, SIPC, is a wholly owned subsidiary of The Bank of New York Mellon Corporation (BNY Mellon). Pershing and your financial institution are separate, unaffiliated companies, not responsible for each other's services or policies.

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