



Securities America Adds Priority Financial Group

13 credit unions bring \$1.35 billion in client assets

LA VISTA, Neb. – October 19, 2017 – Securities America, a wholly owned subsidiary of Ladenburg Thalmann Financial Services, Inc. (NYSE American: LTS, LTS PrA), announced today that Priority Financial Group (PFG) has joined its hybrid RIA platform. PFG advisors serve \$1.35 billion of client brokerage and advisory assets.

“We had a specific set of criteria in mind as we looked at potential broker-dealers to partner with,” said PFG Chief Executive Officer Mike Prior. “Securities America didn’t just meet those criteria, they also provided an intangible, but crucial, cultural fit.”

“Securities America stood out because they’re financial institution-friendly, large OSJ-friendly and hybrid RIA-friendly,” said Prior. “Those three things lined up to make Securities America the perfect partner for us.”

The super OSJ serves 27 advisors working with 13 credit unions in Texas, Arizona and California. PFG is dedicated to helping financial institutions and financial advisors by leveraging personalized strategic services and state-of-the-art technology.

The Arizona-based firm wanted a partner that was forward-looking and committed to innovation, said Prior. They needed a broker-dealer that allowed them flexibility, the best technologies available in the industry and a wide range of the highest quality investment solutions at competitive pricing.

“We also needed a partner to help us grow and expand into new markets,” said Prior. “Securities America has what we need to succeed. This is a great strategic partnership.”

[To learn more about Securities America’s Financial Services Division](#)

“PFG is a great fit for us,” said Gregg Johnson, Securities America executive vice president of branch office development and acquisitions. “They are a progressive group with a great reputation in the financial institutions industry and want to grow with Securities America into

the future. We look forward to expanding our financial institutions presence and helping them get where they want to go.”

Securities America has developed the expertise to efficiently onboard existing large groups of advisors from other broker-dealers, as well as through acquisitions and newly formed groups of advisors. Securities America’s Financial Institutions Division works with over 125 credit unions and banks nationwide, servicing over \$4.2 billion in total AUM.

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“We have more than 30 years in the financial services industry,” said Johnson. “We’re positioned to help PFG do what they do best – take care of their clients, their credit unions, support their advisors and grow their business.”

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About Securities America

[Securities America](#), a wholly owned subsidiary of Ladenburg Thalmann Financial Services, Inc. (NYSE American: LTS, LTS PrA), is one of the nation’s largest independent broker-dealers with more than 2,200 independent advisors and nearly \$72 billion in client assets.

Securities offered through Securities America, Inc., member FINRA/SIPC. Advisory services offered through PFG Advisors. PFG Advisors and Priority Financial Group are separate entities from Securities America.

About Priority Financial Group

Re-established in 2012 as PFG (formerly operated as CUFN), the management team has been providing compliance and sales management services, wealth management programs, customized investment and insurance solutions for financial institutions and financial advisors for over 20 years. It supports financial advisors with the flexibility of choosing to be either independent or associated with one of its financial institution partners, or both. PFG Advisors (PFGA) is PFG’s hybrid RIA, and Credit Union Financial Network (CUFN) is a collaboratively owned insurance agency. The firm is headquartered in Phoenix, Arizona with offices in Arizona, California and Texas. For more information, visit www.priorityfinancialgroup.org