

# Why Voya Financial Advisors?

15 ways we support your independence and growth



In joining Voya Financial Advisors (VFA) you'll be welcomed into a warm, tight-knit culture that feels a lot like family.

Backed by the vast resources of a Fortune 500 company and the familiarity of a well-respected brand name, we want to help you grow a highly profitable, independent business.

You have the independence and freedom to grow at Voya Financial Advisors.

Ready to take advantage of the many resources and benefits Voya Financial Advisors offers?

Call 855-698-4900 or visit [VoyaFA.com](http://VoyaFA.com) for more information on joining Voya Financial Advisors.

## Partnership at every step

1

### **You've got a team behind you.**

You'll have access to regional practice management, advisory concierge and advanced planning teams to help you navigate the best path toward growth and success.

2

### **Nationally-recognized brand.**

Put your clients' minds at ease by partnering with a strong Fortune 500 retirement company known for its leadership and ethical culture.

3

### **Close-knit family culture.**

You'll thrive in our unique, relationship-based culture that feels more like a supportive family.

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VOYA FINANCIAL ADVISORS

**VOYA**<sup>®</sup>



## Support along the way to promote ease of doing business

4

### Transition services.

When you join Voya, your dedicated transition team will act as an on-site extension of your office to make your move as smooth as possible.

5

### Financial planning support.

Your advanced planning team will help drive business growth by creating financial plans for your clients in an engaging and interactive way.

6

### Financial wellness program.

Grow your business by providing financial advice by tapping into Voya's retirement plan business that includes nearly 5.7 million plan participants.<sup>1</sup>

7

### Successful succession planning.

Whether you're looking to buy, sell or grow your business, the succession planning team will provide the personalized attention you need to chart the best path forward.

8

### Professional development.

Learn new skills and improve your professional development on your schedule. In addition to learning at your own pace with live and recorded options, you can choose the topics most relevant to your business goals.

<sup>1</sup> As of 3/30/2020.



## Value-add tools, products and resources to support your freedom to grow

9

### Doing business the easy way.

We're committed to making business and growth easy by investing in mobile, digital automation and integrated technology experiences — all for you and your clients' benefit.

10

### Best-interest environment.

New standards for best interest are not going away. We've put in place processes and a business model that helps protect financial professionals.

11

### Brokerage pricing.

You'll enjoy competitive pricing on brokerage transactions that rival self-directed firms, offering \$6.95 for equities and ETFs.

12

### Expansive advisory product shelf.

Grow your business in an efficient manner while helping your clients achieve their goals with our industry-leading advisory product lineup, including American Funds and Vanguard models.

13

### Feel good about growth with Voya Cares®.

Grow your business in a feel-good way by helping the largest minority demographic — people with special needs and their caregivers.

14

### Work smarter with Retirement Plan Advisory Group (RPAG).

Access cutting-edge, streamlined 401(k) business solutions at a steep VFA-exclusive discount.

15

### It's your story! We'll help you tell it.

Amplify your brand voice in a crowded market with a customized website, social media marketing, email marketing, seminars, and an array of articles and press releases.

For more information, visit [VoyaFA.com](http://VoyaFA.com).



Not FDIC/NCUA/NCUSIF Insured | Not a Deposit of a Bank/Credit Union | May Lose Value | Not Bank/Credit Union Guaranteed | Not Insured by Any Federal Government Agency

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