



## **Priority Financial Group Selects Securities America, Inc. as new Broker-Dealer partner**

**PHOENIX – October 12, 2017** – Priority Financial Group (PFG) announced today it has joined Securities America, one of the nation’s largest independent broker-dealers with more than 2,200 independent advisors, 130 financial institutions, and nearly \$72 billion in assets.

CEO Mike Prior said the move to Securities America was driven by the need for state-of-the-art technology and the ability to provide the highest value to their clients for the lowest cost.

“We had a specific set of criteria in mind as we looked at potential broker-dealer partners” said Prior. “Securities America didn’t just satisfy those requirements, they also provided an intangible, but important cultural fit.”

“Now we have the opportunity to offer our growing number of advisors and financial institution partners a more hybrid RIA friendly platform, with lower costs, and more practice management solutions. Additionally, our advisors will now have the flexibility of working with the nation’s leading custodians - Charles Schwab and TD Ameritrade for Advisory, and Fidelity Clearing and Pershing platforms for brokerage.”

Having access to these custodians is uncommon in the financial institution space.

The Arizona-based firm desired a partnership that was forward-thinking and committed to innovation, said Prior. They needed a broker-dealer that allowed them flexibility and provided the best technologies available in the industry.

“Providing our customers with enhanced technology and a broader range of integrated resources was a key decision point” said PFG President Jim Norwood. “Our advisors work very closely with their clients on a local level while leveraging the strength of our large, national resources.”

“With the new platform and partnerships, we are confident that our financial institutions and advisors will have a competitive advantage over their industry counterparts,” Norwood said.

“PFG is a great fit with Securities America,” said Gregg Johnson, executive vice president of branch office development and acquisitions. “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 and grow their business.”

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### **About Priority Financial Group (PFG)**

PFG (formerly operated as CUFN), has been providing customized compliance and practice management solutions for financial institutions and financial advisors for 20 years. Financial Advisors affiliation options include 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](http://www.priorityfinancialgroup.org)

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