

## Building legacies for Black/ African American Advisors

Wells Fargo Advisors is actively committed to creating success for Black/African American financial advisors and their clients. We believe that all firms should offer a supportive framework for developing your career, while also making an impactful difference in the community. Learn how our firm offers more choice for you, more support for your clients, and more opportunities for growth.



### More for your Clients

Provide your clients with our industry-leading wealth and investment management capabilities that help clients simplify their lives and achieve their goals, while strengthening your relationship with them.

#### Advice and Planning

Encompassing the full impact of wealth in all phases of your clients' lives

#### Banking, Lending, & Trust

Shortening the distance between clients and specialists by providing access to a range of products/services

#### Investment Solutions

Delivering actionable investment insights and best-in-class solutions

### More Choice

We know what works best for our advisors – options. Choose the business model that helps propel your practice to where you want to go, while providing you with a wealth of resources and opportunities.

#### Private Client Group (PCG)

Traditional broker/dealer model where a majority of advisors land

#### Wealth Brokerage Services (WBS)

Bank/Brokerage partnership model where client relationships originate from you and referrals from the banking team

#### Wells Fargo Advisors Financial Network (FiNet)

Independent contractor (1099) advisor model where you own your business and build your brand

## More Growth

Supporting your growth as a Black/African American advisor begins with creating an inclusive community that spans regions and business units. Engage in one of our tailored summits, coaching programs, or regional events:

- 1 **Ascend Business Development Program** – Exclusively for Black/African American advisors, this program is designed to help grow your business through one-on-one sessions with a licensed, experienced coach.
- 2 **Black/African American Financial Advisors and Manager Summit** – Connect and share advice and experiences with other Black/African American advisors at our summits.
- 3 **Monthly conference calls** – Specifically addressing the experiences of African American advisors, these calls keep you up to date on topics like business development, marketing opportunities, and practice management.
- 4 **Regional Peer Share Events** – Come together with African American peers for these half-day events where you can swap business development concepts, share best practices, and connect within your regional community.
- 5 **Black/African American Connection** – This voluntary employee resource network (ERN) lets members champion diversity throughout the firm while sharing cultural experiences, leadership insight, and guidance on professional development.



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Learn how Wells Fargo Advisors can provide **MORE** for your practice and career goals.

[wfa.com/baa](https://wfa.com/baa)

### Broker-Dealer Use Only

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