



IBD/RIA FACT SHEET



B/D (or RIA) name: VSR Financial Services, Inc.

Address: 8620 West 110th Street, Overland Park, KS 66210

Phone: 800-800-3177

Business development contact: Jim Blosser

Web link: <http://www.vsrfinancial.com>

Number of back-office employees: 76

Number of financial advisors: 275

Total client assets under management: \$11 Billion

Advisors' average length of service (in industry): 15 Years

Total revenue for the latest fiscal year: \$99.3 Million

Total revenue from commissions: \$61.8 Million

Total revenue from fees: \$35.7 Million

Average AUM per rep: \$35 Million

Average payout per rep (percent): 87%

Average production per rep: \$367,000

Number of Dually Registered Reps: N/A

About the Company:

In 1985, Mike Stanfield and Don Beary were part of a team that founded VSR with a goal to provide Value, Service, and Reliability. From the beginning, their plan was to structure the company not to be bought or to be absorbed, but to remain independent like the Advisors they serve. They carefully built a management team of industry veterans and an experienced staff committed to responsiveness and accountability. That philosophy and way of doing business continues today under the next generation leadership of Jon Stanfield and Maureen McAnarney who serve as company Co-Presidents.

By design, VSR is a small firm providing individualized service and support. We are not transaction-oriented and offer no proprietary products. Our highest priority is building and maintaining long-term relationships with our Advisors and their clients.

VSR Financial Services, Inc. is a dually registered introducing BD/IA that clears through Pershing and First Clearing Corporation. VSR Advisors offer the following products and services: financial planning, advisory accounts and services, mutual funds, variable annuities, general securities, REITs and limited partnerships. VSR is based in Overland Park, Kansas and currently has 275 independent Advisors and 76 home office employees.