

Referral Rewards Program Terms and Conditions

The following terms and conditions govern participation in the Referral Rewards program. The terms aim to keep the program fair, accessible to all, and successful in its primary goal: to reward you (the referrer) for referring other advisors and/or financial institutions (prospect(s)) with whom you have a personal connection and who ultimately affiliate with any of the Cetera associated broker-dealers (Cetera Advisors, Cetera Advisor Networks, Cetera Financial Specialists, or Cetera Investment Services) (the “firm” or “firms”). By participating in the program, you agree to, and agree to abide by, these terms and conditions. Failure to do so may forfeit your ability to collect your Referral Reward, so please read the following terms and conditions carefully.

- The referrer would NOT be eligible to receive a Referral Reward if they would otherwise already personally benefit financially from a prospect joining a Cetera firm.
- Administrative employees of registered representatives are eligible to participate in the Referral Rewards program, but can only receive rewards based on a prospect’s eligible determined trailing 12-month Gross Dealer Concession (“GDC”); they are not eligible to receive promotional rewards that may be offered based on a prospect’s commissions earned after joining a Cetera firm.
- Employees affiliated with Cetera Financial Group or any of the Cetera-affiliated broker-dealers are not eligible to receive a Referral Reward.
- A 10% Referral Reward will be based upon Cetera’s determination of the prospect’s eligible GDC, which accounts for the assumed transition loss considering, but not limited to: (1) guidance from the prospect on their ability to transfer their client assets to a Cetera broker-dealer, and (2) the prospect’s current broker-dealer relationship (i.e., financial institution).
- Cetera intends for the program to be run in strict compliance with federal and state laws and all related regulatory requirements. Failure by a referrer to follow Cetera’s directions in this regard can result in dismissal from the program and forfeiture of any future Referral Rewards opportunities.
- In order for a prospect’s referral to be eligible for the program, referrers must submit a completed Referral Rewards submission form prior to the referred advisor’s affiliation with a Cetera broker-dealer, which includes the prospect’s name and contact information that is associated with the Referral Reward URL link, and acknowledge that they have read and agree to abide by the Referral Rewards Terms and Conditions, then facilitate a warm transfer which may include an introductory phone call between themselves, their prospect, and their Cetera Business Development representative. Referrers must also be active throughout the referral process and provide regular updates to both the assigned recruiter and the prospect.
- If the referrer is referring a producing group, the referrer will be paid a Referral Reward only for those prospects mentioned by name on the referral form. The form must be submitted in advance of the referred advisor’s affiliation with a Cetera broker-dealer to receive the Referral Reward. If two separate referrers submit information about the same prospect, the referrer who submits a completed form first will receive the Referral Reward.

- The prospect must have a trailing 12-month GDC of \$150,000 or greater from assets on platform at their prior broker-dealer and/or RIA.
- Registration of any prospect with a Cetera firm is contingent on our customary compliance diligence and business review, and Cetera reserves the right to reject the registration of any prospect at its sole discretion. The referred advisor must have an acceptable CRD record.
- The referrer and the prospect must be registered with a Cetera firm at the time of the referral payment. The prospect must affiliate within one year of the referral submission for the referrer to be eligible for the Referral Reward.
- Any prospect already in the Cetera recruiting pipeline as determined by Cetera in its sole discretion prior to any referral will not be considered an eligible prospect for the program. Prospects remain in the pipeline for one year and they are dropped if there is no engagement or firm affiliation.
- Any referral that moves from one Cetera-affiliated broker-dealer to another Cetera-affiliated broker-dealer will not be considered an eligible prospect for the program.
- Cetera will not share documentation relating to a prospect with the referrer. When a prospect formally affiliates with a Cetera-affiliated broker-dealer, the referrer will earn a one-time Referral Reward payment of 10% (unless otherwise noted within this document, or through special promotion) of the prospect’s eligible trailing 12-month GDC to be paid through the commission system of the broker-dealer they are affiliated.
- The maximum referral reward is capped at \$50,000 for all advisor referrals regardless of their determined GDC amount unless otherwise noted within this document, or through special promotion.
- Cetera Financial Institutions – Referral Reward payment rates per referral type
 - For Advisor referral: A 10% Referral Reward will be based upon Cetera’s determination of the prospect’s eligible GDC, which accounts for any applicable assumed transition loss. Please note: For advisors coming from another financial institution or with another firm with a non-solicit agreement, or when the advisor does not own the book of business, the annual GDC will be discounted by up to 50%. Each situation will be reviewed for discounting.
 - For Institution referral: The Referral Reward dollar amount will be based upon the following trailing 12-month GDC levels below:

GDC Levels	Referral Reward
▪ \$150,000 – \$499,999.99	\$ 2,000
▪ \$500,000 – \$999,999.99	\$ 3,000
▪ \$1,000,000 – \$4,999,999.99	\$ 5,000
▪ \$5,000,000 – \$9,999,999.99	\$10,000
▪ Over \$10,000,000	\$15,000

- Cetera Investors – Referral program type eligible for Referral Reward payment
 - Experienced/Fully Registered Independent Contractor Program:
 - A 10% Referral Reward will be based upon Cetera’s determination of the prospect’s eligible GDC, which accounts for any applicable assumed transition loss.
 - The referrer will be paid 90 days after the prospect’s official start date with a Cetera-affiliated broker-dealer. The official start date is determined by the latter of the prospect’s approval date with FINRA, the approval date by their home state where the prospect is domiciled or the approval date for their fingerprints. For referrers affiliated with Cetera Financial Institutions, the firm will pay the referrer’s financial institution, and it will be the financial institution’s responsibility to pay the referrer.
 - In the event a producing group of advisors is responsible for a prospect’s referral, the Referral Reward will be made payable to those referrers that are listed on the Referral Rewards form.
 - While we will endeavor to inform any referrers or others actively engaged with us in the program of any changes to the program and publish those changes in a timely manner, the program is subject to change or cancellation at any time and without notice. However, any prospect referral submitted during the pendency of the program will remain eligible for the Referral Reward even if the program itself is cancelled prior to registration of the prospect.
 - All decisions by Cetera regarding the program, Referral Rewards, terms and conditions, and referrer and prospect eligibility are final. These terms and conditions per the most recent revision date supersede all previous agreements and representations relating to the Referral Rewards program, including any prior version of the Referral Rewards Program Terms and Conditions or any similar agreement by any other name that relates to the same subject matter.
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