

Our Story

A glimpse into the **Cambridge** culture and leadership

2020-2021



OUR PURPOSE
IS TO MAKE A DIFFERENCE
IN THE LIVES OF

OUR ADVISORS,
THEIR CLIENTS,
AND OUR ASSOCIATES.


About Cambridge

Our purpose is to make a difference

At Cambridge, our purpose is to make a difference in the lives of our advisors, their clients, and our associates. We will do this by continuously improving and refining our competitive differentiation, unique culture, customizable experience, and superior quality.

Culture counts and values matter most

We believe a firm's culture influences its reputation. We think you can take a hard look at a firm's stated purpose and values and compare that to how the firm's management and associates engage with financial professionals and manage business activity. Since our earliest days, we've been dedicated to our core values of integrity, commitment, flexibility, and kindness; and these values guide our decisions and shape our efforts on behalf of independent financial professionals and their investing clients.

Integrity

Commitment

Flexibility

Kindness

Cambridge is a financial solutions firm

Cambridge Investment Group, Inc. is a privately controlled financial solutions firm focused on serving independent financial professionals and their investing clients. Cambridge offers a broad range of choices for independent financial professionals regarding solutions for advice, growth, technology, and independence.

Cambridge's national reach includes: Cambridge Investment Research Advisors, Inc. – a large corporate RIA; and Cambridge Investment Research, Inc. – an independent broker-dealer, member FINRA/SIPC, that is among the largest privately controlled independent broker-dealers in the country.

Cambridge supports independent financial professionals in all 50 states and is headquartered on a scenic 60-acre campus with over 80,000 square feet of office space in Fairfield, Iowa.

Our History



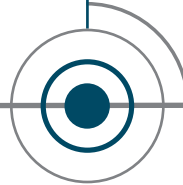
Eneric Financial Services relocates to Fairfield, Iowa with an office on the square downtown

1981



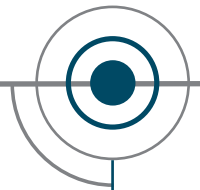
Eneric Financial Services, Cambridge's predecessor, is formed and registered with FINRA as a privately controlled firm led by Eric Schwartz, CEO, and based in Washington D.C.

1992



Cambridge Investment Research, Inc. is formed and registered with FINRA as a privately controlled firm

1995





Cambridge home office expands with second building, now 80,000 square feet on 60 acres

2009



Cambridge introduces the Cambridge ESOP resulting in indirect ownership by associates as well as direct ownership by senior management and financial professionals

2016

2017

Cambridge celebrates 35th anniversary with over 600 home office associates and 2,800 independent financial professionals



We are engaged in service,
and the greatest compliment is to
be valued by those you serve.



Achieved an average of

9 **OUT OF** 10

▶ satisfaction ranking by Cambridge financial professionals since survey inception over 20 years ago

12 **TIMES**

▶ Cambridge named 'Broker-Dealer of the Year' 12 times: 2019-2012, 2010, 2008, 2007, Division IV; 2003, Division III, *Investment Advisor* magazine

#2

▶ Cambridge named #2 in overall satisfaction among independent advisors, *J.D. Power and Associates*, 2019

▶ Best Early Adoption Partner Award, 2018, Albridge

▶ Data Excellence Award, 2016-2018, Albridge

**We believe happy
associates deliver higher
quality service to our advisors.**



◀ Cambridge named 'Top Workplace in Iowa'
2011-2019, *The Des Moines Register*

◀ Cambridge ranked #9 among large companies
in the Top Workplaces in Iowa poll,
The Des Moines Register, 2019

▶ Cambridge ranked #3 in Corporate Staff,
Financial Planning magazine, 2019



Experience the Cambridge Difference.
We are a nine-time honoree in the *Des Moines Register* Top Workplaces
and are proud of the company culture we have built. We believe happy
associates deliver high quality service to our advisors.

www.JoinCambridge.com | 1776 Pleasant Plain Road | Fairfield, Iowa

Member FINRA/SIPC





NOMINATE AND RECOGNIZE

ABOVE AND BEYOND THE CALL OF DUTY AWARDS

The ABCD Awards program gives financial professionals, administrative staff, and Cambridge associates the opportunity to recognize the work our associates are doing that embodies one or more of our core values of integrity, commitment, flexibility, and kindness.



MAKE A POSITIVE DIFFERENCE

FISH![®]

The Fish![®] philosophy inspires people to make a difference in any job or relationship. It is used worldwide by organizations to improve teamwork, customer service, associate engagement, leadership, and retention.

BE THERE

**MAKE THEIR
DAY**

**CHOOSE YOUR
ATTITUDE™**

PLAY

WE ARE ASSOCIATE-OWNED

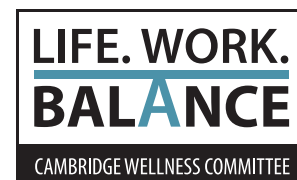
THE CAMBRIDGE ESOP

The Cambridge Employee Stock Ownership Plan (ESOP) is an incentive for our valued associates to remain with the firm in the future and share in the long-term success they help create, as well as continue our long-term goal of maintaining independence as a firm.

Independent thinking. Effective action. Service excellence.

LIFE. WORK. BALANCE.

WORKPLACE WELLNESS



At Cambridge, we believe that work-life balance is the key to individual success. When life is enjoyed, we all prosper. The Cambridge Wellness Committee works to promote a healthy lifestyle for associates in both their personal and professional lives through a wide variety of wellness benefits and initiatives.

Honored to be a leader among the most respected firms in the industry, Cambridge continues to be strong and growing.

#8

LARGEST
BROKER-DEALER

based on gross revenues,
Financial Advisor magazine, 2019

#8

LARGEST IN U.S.

for independent broker-dealer revenue,
InvestmentNews magazine, 2019

#6

LARGEST
BROKER-DEALER

Investment Advisor magazine, 2019

#8

IN
TOTAL
REVENUE

Financial Planning magazine, 2019

#4

FOR
NUMBER OF
CFP®
PROFESSIONALS

InvestmentNews magazine, 2019

#9

IN
FEE BASED
MIX

Financial Planning magazine, 2019

#6

IN
FEE BASED
REVENUE

Financial Planning magazine, 2019

#9

IN
COMMISSION PRODUCT REVENUE

Financial Planning magazine, 2019



It's about more women, not fewer men.

The Cambridge Community of Women is about encouraging more women professionals to engage in the advice industry, not fewer men. It's about bringing even more women into our industry, helping more women move into leadership roles, and empowering more women to seize opportunity and thrive. Cambridge is focused on supporting independent financial professionals dedicated to serving their clients.

The Cambridge Community of Women was formally launched in 2011 to bring Cambridge women together to share ideas, connect, and learn. That same year, the Cambridge Women Advisors Forum was introduced and now brings together over 100 women advisors and leaders for a day and a half event.

#5

FOR
NUMBER OF
FEMALE PRODUCING REPS

InvestmentNews magazine, 2019

18%

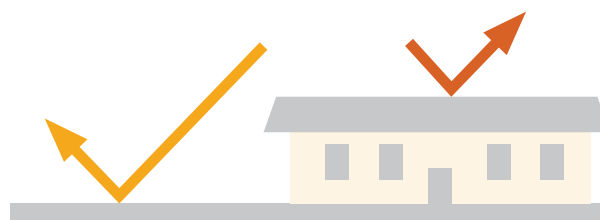
OF PRODUCING
CAMBRIDGE ADVISORS
ARE WOMEN, 2019

Cambridge was awarded the Leadership in Energy and Environmental Design (LEED®) Silver certification in 2012 established by the U.S. Green Building Council and verified by the Green Building Certification Institute (GBCI). LEED is the nation's preeminent program for the design, construction, and operation of high performance green buildings. LEED certification for Cambridge was based on a number of green design and construction features that positively impacted the project itself and the broader community.

These features include:



LOW WATER CONSUMPTION FIXTURES



REFLECTIVE SURFACES
on building and parking lot to reduce heat island effects



LOW EMISSION PAINT AND CARPET



HEALTHY INDOOR AIR QUALITY



RESERVED PARKING SPACES
and an hour off each month for car poolers and high MPG vehicles



NON-TOXIC GREEN CLEANING PROGRAM



Cambridge Honored by Department of Defense for Extraordinary Support of Employees Who Serve in the Iowa National Guard and Reserve.

Cambridge is a designated Home Base Iowa Business through our commitment to hiring veterans and attracting and retaining veterans and their families. Home Base Iowa is Iowa's premier veteran program focused on connecting Iowa businesses and communities to skilled veterans and transitioning service members.



Executive Awards and Recognitions

Eric Schwartz

- Named '35 for 35' most influential in the industry over 35 years in 2015, *Investment Advisor* magazine
- Named '30 for 30' most influential in the industry over 30 years in 2010, *Investment Advisor* magazine
- Served as a founding member of the Financial Services Institute (FSI) in 2004
- Served as Chair for the FSI Board of Directors in 2009

Amy Webber

- Named 'IA 25' most influential in the industry in 2019, 2018, 2017, 2014, 2012, *Investment Advisor* magazine
- Elected to serve on FINRA Board of Governors in 2017
- Served as Chair for the FSI Board of Directors in 2016
- Served on the task force for the FSI Forum: Post DOL in 2016
- Named 'Women to Watch' in 2015, *InvestmentNews* magazine
- Named 'Top 50 Women in Wealth Management' in 2011, 2010, 2009, *Wealth Manager*





Colleen Bell

- Named 'IA 25' Up and Coming Influencers in the industry in 2016, *Investment Advisor* magazine

Seth Miller

- Named '40 Under 40' in the industry in 2018, *InvestmentNews* magazine



Advisor Industry Awards and Recognition

Congratulations to the 2018 InvestmentNews 40 Under 40 honorees.

Desmond Henry
A Fee Only CERTIFIED FINANCIAL PLANNER™ Professional and Founder of Affora Financial Life Planning



Investment advisory services offered through Cambridge Investment Research Advisors, Inc. Affora Financial Life Planning and Cambridge are not affiliated.

CAMBRIDGE

Congratulations Divam Mehta on being selected as the 2018 InvestmentNews Excellence in Diversity and Inclusion Rising Star Award Winner.

Divam Mehta
CERTIFIED FINANCIAL PLANNER™ Practitioner, Chartered Financial Consultant® and Founder of Mehta Financial Group, LLC



Securities offered through Cambridge Investment Research, Inc. a broker-dealer, member FINRA/SIPC, and investment advisory services offered through Cambridge Investment Research Advisors, Inc. a Registered Investment Adviser. Both are wholly-owned subsidiaries of Cambridge Investment Group, Inc. Mehta Financial Group, LLC and Cambridge are not affiliated.

CAMBRIDGE

2018 - 2019

- Desmond Henry of Afflora Financial Life Planning, 2018 40 Under 40 honoree, *InvestmentNews* magazine
- Jasper Mallard of Hub International, 2018 Top Retirement Plan Advisors Under 40, National Association of Plan Advisors
- Divam Mehta of Mehta Financial Group, LLC, 2018 Rising Star, *InvestmentNews* Excellence in Diversity and Inclusion Awards
- Lisa Sappenfield Boyer of Boyer and Sappenfield Investment Advisors, 2018 Emerald honoree Women in Insurance and Financial Services (WIFS) Circle of Excellence Awards
- Kelly Hoff, Hoff Financial Services, LLC, 2018 Ruby honoree Women in Insurance and Financial Services (WIFS) Circle of Excellence Awards
- Anne Clayton, Anne Clayton Financial Services, LLC, 2018 Pearl honoree Women in Insurance and Financial Services (WIFS) Circle of Excellence Awards
- Big Sky Advisors, LLC, 2018 Secretary of Defense Employer Support Freedom Award recipient, Employer Support of the Guard and Reserve (ESGR)
- Main Street Financial Services, 2018 Corporate Philanthropy Award finalist, Invest in Others Charitable Foundation
- Art Hazen of Medallion Wealth Management, 2018 Volunteer of the Year Award honorable mention, Invest in Others Charitable Foundation
- Darrell Phillips of DPI Benefits, 2018 Top 401 Retirement Plan Advisor, *Financial Times* magazine
- Thom Freismuth of Hub International Investment Services, 2018 Top 401 Retirement Plan Advisor, *Financial Times* magazine
- Mike Berry of Legacy Wealth Management, 2019 Catalyst Finalist, Invest in Others Charitable Foundation
- Kelly Carlson of Advizrs, 2019 Top Woman Advisor, NAPA
- Aprilyn Chavez-Geissler of Gateway Financial Advisors, 2019 NAIFA Diversity Champion
- Corey Coleman of Hub International, 2019 Top Retirement Plan Advisor under 40, NAPA



DO YOU CONTROL YOUR JOURNEY?
I DO.



DO YOU CONTROL YOUR JOURNEY?
I DO.



I AM INDEPENDENT.



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DO YOU CONTROL YOUR JOURNEY?
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DO YOU CONTROL YOUR JOURNEY?
I DO.

We believe every journey is important.

We are independent.

We are Cambridge.

At Cambridge, we are business innovators, financial planners, wealth advisors, business builders, next generation, retirement planners, visionaries, investment advisors, succession planners, entrepreneurs, and business owners. We believe clients come first, and we all need the freedom to customize our businesses, our way, to best serve our clients.

Visit youcontrolthejourney.com to see more about who we are, what we do, and why we do it.

Current Executive Industry Involvement



- Member of the FSI* Finance Council



- Member of the FSI* Marketing, Growth, and Development Council



- Member of the FSI* Investment Advisory Services Council
- Women in Insurance and Financial Services (WIFS) Education Director and Member of the Board of Directors



- Member of the Invest in Others Charitable Foundation Board of Directors

*FSI: Financial Services Institute



- Member of the FSI* Operations and Technology Council



- Member of the FSI* Compliance Council



- Member of the Investment Program Association (IPA) Board of Directors

Cambridge Fast Facts

\$907* million
GROSS REVENUES

FOUNDED IN

1981¹

AUA

\$106 BILLION²



CFP[®] PROFESSIONALS

FINANCIAL PROFESSIONALS

FEE BASED
PLATFORMS

87%

As of 9/30/19 | *For the 12 months ending 12/31/18

¹Cambridge and its predecessor broker-dealer | ²AUA reflects fee based and independent RIA assets plus commission, As of 9/30/19

AVERAGE AGE OF
CAMBRIDGE | **38.5**
HOME OFFICE ASSOCIATES

3,366
PRODUCING FINANCIAL PROFESSIONALS

AVERAGE AGE OF
FINANCIAL PROFESSIONALS | **53**

FINANCIAL
PROFESSIONALS
UNDER 40

16%

338 
LICENSED PROFESSIONALS
AT HOME OFFICE

OVER **2,300**
INDEPENDENT OFFICES
AND **50** LARGE
ENTERPRISE
OFFICES



Iowa ranks

#1

IN
THE COUNTRY
in terms of infrastructure and
ranks highly for healthcare,
opportunity, and education in
2018, *U.S. News and World Report*

Fairfield named one of

THE

20

BEST
SMALL TOWNS
TO VISIT

in 2013, *Smithsonian* magazine

Fairfield named one of six

IOWA

GREAT

PLACES

to participate in a revitalization
program for cultural arts,
Iowa Department of Cultural Affairs

Fairfield named one of the

12

GREAT PLACES
YOU'VE NEVER
HEARD OF

Mother Earth News magazine

At Cambridge, we remain committed to our longstanding core values of integrity, commitment, flexibility, and kindness. The Spirit of Cambridge Awards are awarded annually to independent financial professionals who demonstrate Cambridge's core values as well as a passion for serving their investing clients.

Each year, award recipients are selected by Cambridge's associates from an outstanding pool of independent financial professionals who choose to partner with Cambridge and have been with us for more than 10 years. Honorees are announced at the main stage during Cambridge's annual Ignite conference. To honor their spirit, Cambridge makes a \$1,000 donation to a qualified charity of each recipient's choice.

Charities include: Bishop McDevitt High School, The Boys and Girls Club of Hartford County, Bucks County Opportunity Council, Doylestown Area FISH, Fairfield First Baptist Church for the benefit of City Gate, Florida Racquetball Association, Inc., The Get in Touch Foundation, Girl Scouts of West Central Florida, Harbor House, Help for Brain Injured Children, Kids Against Hunger, Lawrence Family Promise, Lenape Valley Foundation, The Literacy Project, Living Hope International, Marion County YMCA, The Miles Perret Cancer Services Organization, Muscatine Humane Society, National Multiple Sclerosis Society, Navy-Marine Corps Relief Society, Newport Beach Junior Lifeguard Foundation, Rotary Club of Wadsworth Foundation, Inc., St. Jude Children's Research Hospital, Stars and Stripes Honor Flight, Society of St. Vincent DePaul, Sonlight Adventures for the benefit of Sonlight Christian Scholars, Warrior 360, Wounded Warrior Project



Spirit of Cambridge Honorees

2019

Parker Consaul
Wanda Delgado
Steve James

2018

Michael Curtis
Monte Ferguson
Kay Knuth

2017

Ed Kohlhepp, Jr.
Jim Regitz
David Wheat

2016

Ray Castaldi
Ed Kohlhepp, Sr.
Scott Marshall

2015

Mark Mitchell
Cheryl Patterson
Steve Przewlocki

2014

Tom Bode
Karl Elsass
John Rathbun

2013

Bryan Kelly
Tim Shmidl
Gerry Steffes

2012

Lisa Heath
Robert Pugliese
Gary Wargo

Cambridge Is Committed to Supporting Next Gen Talent



The Next Step Summer Internship Program

Cambridge is actively seeking and supporting Next Gen talent for the advice industry; and this includes The Next Step® internship program focused on professional careers for aspiring professionals ranging from corporate headquarters to advisor office leadership roles.

The Next Step summer internship program is a unique opportunity for college students to gain first-hand knowledge and experience working in the financial services industry.

Recruiting College Talent Across Iowa and the United States

- 24 paid internship positions in summer 2019
- 19 former interns have joined Cambridge full-time
- More than 300 qualified internship applications received annually for 25-30 internship positions



Jim Guy Memorial Scholarship Program

Jim Guy joined Cambridge's executive group in 1999, and served at the broker-dealer level while continuing to lead his independent practice based in Baltimore alongside his wife and business partner, Helen. In that time, Jim was a major force on the Cambridge Board of Directors and provided senior executive leadership for Cambridge's recruiting and marketing. The hearts and minds of those associated with Cambridge hold fond memories of Jim as our dear friend and colleague. We are proud to honor his legacy with Cambridge's Jim Guy Memorial Scholarship program which awards two \$1,000 scholarships annually to the son or daughter of a Cambridge associate and son or daughter of an independent Cambridge financial professional.

Jim Guy Memorial Scholarship Recipients:

2019 | Jack Boo and Darby Booth

2018 | Hannah Chadwick and Jessica Swisher

2017 | Ginger Markow and Brianne Bender

2016 | Samuel Zaritsky and Ntando Dube

2015 | Madeleine Douglas, Ryan Booth, and Ashley Nelson

Designated Blue Zone Worksite

In 2014, Cambridge was named a Blue Zone Worksite® by Wellmark Blue Cross and Blue Shield in collaboration with Healthways and Blue Zones. The Blue Zones Project is a community-by-community well-being improvement initiative designed to make healthy choices easier through permanent changes to environment, policy, and social networks.



CAMBRIDGE SPORTSPLEX

Community

The Cambridge Foundation's mission is to be a valued member of our extended community, adding to its quality of life economically and culturally. Each year, The Cambridge Foundation gives \$50,000 to \$75,000 in annual grant support to a variety of qualified non-profit organizations.

Charities include:

Alzheimer's Association, Greater Iowa Chapter, AMAZE for Neighborhood Forest, American Cancer Society, The Arc of Jefferson and Nearby Counties, Band Aides of Fairfield Community Schools, California Community Foundation Wildfire Relief Fund, Fairfield Arts and Convention Center, Fairfield Beautification Committee, Fairfield Cougars Baseball, Fairfield Cultural Alliance, Fairfield First Fridays, Fairfield Middle School PTO, Fairfield Musical Society, Fairfield Public Library, Foundation for Financial Planning, Greater Jefferson County Foundation, Home Base Iowa Foundation, Invest in Others Charitable Foundation, Iowa College Foundation, Jefferson County 4-H Foundation for Jefferson County, Jefferson County Little League, Los Angeles Fire Department Foundation, Maharishi School of the Age of Enlightenment, Mississippi Valley Girl Scout Council, Inc., Muscular Dystrophy Association, National Child Safety Council, Tenco Industries, Inc., Van Buren Education Foundation for Van Buren Music Boosters

In addition, Cambridge has supported a number of capital gifts that include \$1,000,000 in support of the new Fairfield pool and recreation center, \$250,000 for the arts and convention center, and a \$50,000 gift for the Cambridge Learning Center at the Jefferson County Fairgrounds.

The Cambridge Matching Gifts and Dollars for Volunteers programs for associates and independent financial professionals matches monetary gifts and gives in recognition of volunteer hours to qualified non-profit organizations across the country.

To extend our reach even further, the Cambridge family gives back to a non-profit organization in the host city of our national conference. To date, over \$500,000 has been gifted to a variety of organizations across the United States.



Securities offered through Cambridge Investment Research, Inc., a broker-dealer, member FINRA/SIPC, and investment advisory services offered through Cambridge Investment Research Advisors, Inc., a Registered Investment Adviser. Both are wholly-owned subsidiaries of Cambridge Investment Group, Inc. V.CIR.1219-4826