



## **Revenue Sharing Disclosure Information**

Sterne Agee receives payments known as revenue sharing from certain investment companies, insurance companies and in some instances asset managers participating in separately managed account programs (collectively referred to as “product partners”). We want you to understand that Sterne Agee’s receipt of revenue sharing payments creates a potential conflict of interest in the form of an additional financial incentive and benefit to the firm and its equity owners in connection with the sale of products from these product partners.

Revenue sharing, as received by Sterne Agee, involves a payment from an investment company’s adviser or distributor, an insurance company or the entity that markets an insurance contract or an investment adviser participating in Sterne Agee’s separately managed account program. It is not an additional charge to you. These payments are in addition to standard sales loads, annual sales fees, expense reimbursements, sub-transfer agent fees for maintaining client account information and providing other administrative services for investment companies (shareholder accounting and networking fees), and reimbursements for education, marketing support and training-related expenses.

Some product partners may pay Sterne Agee a flat fee, not directly linked to the amount of product sold, that gives those product partners increased access to Sterne Agee’s financial advisors to provide training and other educational presentations and product information. These product partners participate in Sterne Agee’s strategic partnership program and may do so through one of the following annual membership levels: Platinum \$25,000; Gold \$10,000; or Silver \$5,000. Platinum members receive greater access to financial advisors than Gold members, and Gold members receive greater access to financial advisors than Silver members. While Sterne Agee may receive various forms of revenue sharing payments from product partners, its financial advisors do not receive incentive compensation for using the products or services of participating product partners.

### **Investment Company Shares**

While certain product partners may choose to participate in the strategic partnership program, other product partners pay Sterne Agee a fee based on the value of assets under management, known as an asset-based fee. For example, if you made a \$10,000 purchase of an investment, held it for a year, and its value remained the same, Sterne Agee would be paid by the product partner .075% or 7.5 basis points. That would translate to a \$7.50 payment from the product partner to Sterne Agee for the \$10,000 investment in your account. For every subsequent year you held that \$10,000 investment in your Sterne Agee account, the product partner would make a \$7.50 payment to Sterne Agee, assuming no change in the value of your investment.

Asset-based payments will increase or decrease from year to year with changes in the value of the related assets held by Sterne Agee’s clients.

Still other product partners may pay Sterne Agee a one-time fee based on the amount of the product sold. This approach is referred to as a sales-based fee and is based on the dollar value of your purchase. For example, the product partner may pay Sterne Agee .25% or 25 basis points for each dollar you invest or use to purchase a product. Therefore, if you made a \$10,000 investment, the product partner would pay Sterne Agee \$25 for that transaction.

Set forth below is a listing of investment companies from whom we receive revenue sharing and/or flat fee payments. This list is subject to change from time to time.

- First Trust
- Invesco
- JP Morgan
- MFS

## **Annuities**

We focus on a select group of variable and fixed annuity sponsors which offer a broad array of products and options. These sponsors have greater access to our financial advisors to provide educational and training opportunities. In addition, annuity product sponsors may also participate in Sterne Agee's strategic partnership program as outlined above by providing a flat fee payment.

The sponsors that participate in our strategic partnership program include the following companies. This list is subject to change from time to time.

- Allianz
- Buckhead Brokerage
- Jackson National
- Prudential
- Sun America

## **Asset Management Programs**

In addition to the revenue sharing arrangements stated above, Sterne Agee also enters into strategic partnerships with certain third party money managers (collectively referred to as "managers"). Our financial advisors may assist you in engaging such managers to manage your account. A manager is engaged only with your prior consent. Please note that prior to investing, you should be provided with a Form ADV disclosure for the program, advisor and/or manager which sets forth the program type, its fees, its investment objectives, the program investment strategy, the manager experience, and conflicts.

Managers that participate in strategic partnerships are provided greater access to our financial advisors to provide training and other educational presentations and product information so that they can better serve investors. Those managers that choose to participate in our strategic partnership program may do so at the levels described above.

Set forth below is a listing of managers that participate in the strategic partnership program and from whom we receive flat fee payments. This list is subject to change from time to time.

- Roumell
- W. H. Reaves

## **Product Expense Reimbursements**

Sterne Agee and your financial advisor may be reimbursed by sponsors of mutual funds, variable annuities, variable universal life, asset managers and direct investment sponsors for expenses incurred for various promotional activities including but not limited to sales meetings, conferences and seminars held in the ordinary course of business.

Although product sponsors make an independent determination of what they will spend on such items, some sponsors may allocate their promotional budgets based on prior sales and asset levels.

For additional information on a particular product partner's payment and compensation practices, please review the applicable prospectus, statement of additional information or offering statement. If you have any questions, please contact your financial advisor.