

Presidential Brokerage

HELPING YOU RETIRE

Presidential Brokerage is different. But that's because all the other financial services firms are pretty much the same stuff. They're all serving up the same old plate of lukewarm pie-charts and their own blue-plate specials of in-house "lifestyle" mutual funds because ... well, because ... in their eyes one size really can fit all, and besides it's harder to be singled out when you are wrong if you're traveling with the pack. And they travel in big packs.

Presidential Brokerage is different. It is not part of the pack. We are Main Street, not Wall Street. We stand for small business, not big financial conglomerates; core America, not "elite" Wall Street America.

We want to bring new ideas and new thinking about securing a strong financial future to multiple generations of Americans – those in retirement, those nearing retirement, and those who are young enough to have a hard time even thinking about retirement.

America is tired of being gamed, exploited, and ignored. Presidential Brokerage is a different delivery mechanism for retirement guidance – it's fresh, local, multifaceted. We bring to Main Street America – small business owners, stressed professionals, teachers, dentists, lawyers, accountants, foremen, public servants, entrepreneurs, the Millionaire Next Door – different planning and new thinking about what is likely to be the most important and enduring times of their lives.

Our roots are on Main Street – not Wall Street.

There seems to have been something wrong with the way Wall Street has instructed America to prepare for retirement.

- Buy-and-ignore, obsolete, traditional pie-chart financial "planning"
- Gigantic call center nameless/faceless same-size-fits-all excuses to sell proprietary mutual funds
- The travesty that is Wall Street – where only the ultra-rich and their cronies prosper, and get personalized advice.

We don't believe any of these things are good for America's financial health. We believe there is a better way.

Presidential Brokerage, Inc. is a 20 year old community-based small business focused on helping Main Street America gain access to education, different ideas, and individualized attention. It's simple. Presidential Brokerage. Different, and on your side. Helping You Retire ... Better!

PRESIDENTIAL BROKERAGE, INC.

MEMBER: FINRA ■ SIPC

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