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AdvisorNet crosses the \$50 million threshold; celebrates 20th Anniversary with Financial Network

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MINNEAPOLIS, MINN. – [AdvisorNet Financial](#), a Minneapolis-based independent financial services and wealth management firm recently eclipsed \$50 million in gross dealer concession (GDC) – revenue generated by its investment business – positioning it as Financial Network Investment Corporation’s largest region. Simultaneously, the firms are celebrating 20 years of partnership.

“We have a lot to celebrate at AdvisorNet,” said Dan May, president and CEO of AdvisorNet. “We’ve not only crossed this significant financial milestone, but we couldn’t be happier that we’re celebrating our 20th anniversary with Financial Network,” said Dan May.

The firm was founded in 1959 as a consortium of five insurance representatives. Today it consists of nearly 300 full-service financial professionals, with offices in Arizona, Delaware, Indiana, Illinois, Iowa, Minnesota, New Jersey, North Dakota, Pennsylvania and Wisconsin. AdvisorNet has exponentially increased its production, climbing from \$1.2 million in 1992, when it first joined Financial Network.

The firm’s growth spurred its recent move to a 50,000-foot headquarters housed within the 701 Building on Downtown Minneapolis’ Fourth Avenue South. AdvisorNet financial advisors, ensemble practice groups and back-office operations are now housed in the 18-story facility, as are related companies AdvisorNet Mortgage and AdvisorNet Property & Casualty. The space serves as an educational and support hub for financial advisors and clients.

“Our service culture and our ability to offer a wide variety of financial services have been the keys to our success,” said May. “Financial Network has been a great partner for us. Their business model has allowed us to grow AdvisorNet the way we wanted to, resulting in better client retention and countless referrals.”

Financial Network provides leading wealth management and advisory platforms, comprehensive broker-dealer and RIA services, and innovative technology through a distinctive model that combines the local support of regional teams, with the national resources and infrastructure of one of the largest broker-dealer networks in the country, Cetera Financial Group.

“AdvisorNet exemplifies the regional structure on which Financial Network prides itself,” said Jack Handy, president of Financial Network. “Over the 20 years we’ve been partners, AdvisorNet has truly helped define who Financial Network is today and how we partner with our regions to help them realize their potential.”

About Financial Network Investment Corporation

Financial Network Investment Corporation is an independent broker-dealer and RIA firm that utilizes a unique regional director model to support financial advisors through the entire lifecycle of their business. Financial Network is able to build and support regional teams through local service, regional offices and a national home office, facilitating the success of its nearly 2,000 financial professionals.

Financial Network, a part of the Cetera Financial Group, is a member of the Securities Investor Protection Corporation (SIPC). For more information, see www.financialnetwork.com

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