EQUITABLE ADVISORS

AN EXPERIENCED ADVISOR SUCCESS STORY

Why **Equitable Advisors** is the only firm for my practice

The benefits of supported independence:
Equitable Advisors provides the resources needed to build the team you want

"I love that it's my own business, but I have the resources I need to grow, and I'm tied to a great name like Equitable Advisors." — Bill

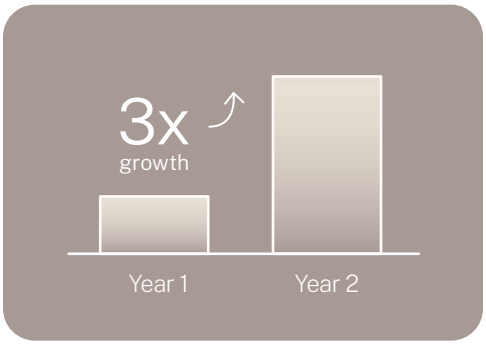
As an experienced financial advisor with 25 years' experience, Bill Manchester believes in growth. He looks for new ways to grow his own skills and his practice — as well as the industry in general — by helping young advisors develop their talents and offering them opportunities to advance.

However, he struggled to do both at his prior firm and wanted the support of a company with the resources and guiding principles that aligned with his own. That's why, when he was approached about moving his practice to Equitable Advisors, LLC, he knew it was the right thing to do.



Meet
Bill Manchester

- 25 years in the business
- Joined Equitable Advisors in 2021
- The Manchester Group of Firstrust Financial Resources



Bill sees a prosperous future for himself and his team at Equitable Advisors.

His firm's revenue tripled in just 2 years, and he looks forward to continuing its growth.

At Equitable Advisors, Bill finally feels like he is part of something bigger — a real team. And the best part is, he did it without giving up his core principles, his identity and his ability to market.

What made Bill consider leaving his previous firm?

1. As a lifetime learner and mentor, Bill felt stagnant. He didn't have the practice development — for himself or the junior advisors on his team.
2. The independence and support he received wasn't consistent with what he or his clients needed. He felt alone and on his own.
3. There were difficulties in connecting with senior leaders, which hindered his ability to gain valuable insights and mentorship essential for building a firm.

> "As a mentor, I now have the infrastructure I need to handle the things that would typically be a challenge or a roadblock to bringing people into the business. My son will be joining our team in the future, giving him an incredible opportunity to grow as a person and as an advisor. It's a huge advantage for him to start out at a great firm like this." — Bill

Why Equitable Advisors?

Supported independence

"I've always wanted to be part of an organization — something bigger than myself — and I have potential to attract more business, but needed the support to bring it all together. I got that with Equitable Advisors."

Practice development for Bill and his staff

"Having opportunities to learn best practices — that's huge for me as a more mature advisor and for the younger people on my team. I've never had that before."

Teaming culture

"I knew right away that Equitable Advisors was the place for me because they really emphasize teamwork, people and the support to get it done."

Resources and people who can help

"My business has taken off since being here. It was a matter of tweaking a couple things, learning different strategies and brainstorming with specialists."

Innovative technology

"I feel like a kid in a candy store here, with all the different resources and advanced technology available to me."

To learn more, contact us at **equitableadvisors@equitable.com.**

Securities offered through Equitable Advisors, LLC (NY, NY (212) 314-4600), member FINRA, SIPC (Equitable Financial Advisors in MI & TN). Investment advisory products and services offered through Equitable Advisors, LLC, an SEC-registered investment adviser. Annuity and insurance products offered through Equitable Network, LLC. Equitable Network conducts business in CA as Equitable Network Insurance Agency of California, LLC; in UT as Equitable Network Insurance Agency of Utah, LLC; in PR as Equitable Network of Puerto Rico, Inc. Equitable Advisors, LLC (Equitable Financial Advisors in MI & TN) is an Equal Opportunity Employer. M/F/D/V.

© 2026 Equitable Holdings, Inc. All rights reserved.
GE-8298279.1 (8/25) (Exp. 8/29) | G3767791 | Cat. #500104 (8/26)

EQUITABLE ADVISORS