Why I brought my practice to **Equitable Advisors**

An experienced advisor success story

Scaling with purpose: Achieving planning excellence, growth freedom and values alignment

After more than a decade at a traditional firm, accomplished financial advisor **Joe Faxio recognized he had outgrown the model.** His vision was bold yet grounded: to build a distinct brand, deepen his planning capabilities and lead a firm rooted in unwavering client-first values. Joe aspired to deliver more comprehensive, tailored strategies for clients, while gaining the freedom to scale his practice on his terms — serving a broader client base with greater cost efficiencies.

Meet Joe Faxio

- 15+ years in the business
- DBA Faxio Private Wealth
- Joined Equitable Advisors in December 2022

What made Joe consider leaving his previous firm?

1. **Brand and visibility constraints** that restricted his market identity, digital presence and ability to generate new leads.
2. **Scalability and practice limitations** included restricted planning resources, no defined teaming model and a structure that forced him to operate as an individual producer rather than a business owner.
3. **Unfavorable economics** that had a low grid and high operating costs, including excessive platform fees.

> “I wasn’t simply searching for a new platform. I wanted a new trajectory. With Equitable Advisors, I was able to reinvent my practice because they gave me the clarity, control and confidence to grow the way I wanted.”

> “I wanted to put my practice in a position to grow intentionally. Now, I’m expanding into small business benefit planning, assembling a multi-advisor team with complementary strengths, and refining my systems to ensure long-term success, business continuity and an elevated client experience.”

EQUITABLE ADVISORS

Why Equitable Advisors?

After careful due diligence, Equitable Advisors emerged as the clear choice for Joe.
Here's why:

High-touch transition support — "With support from Equitable Advisors' dedicated onboarding and licensing team, our practice achieved 87% client retention in the first 6 months, with a 5-year revenue projection that preserves more than 95% of trailing revenue."

Freedom to build and develop his team — "With Equitable Advisors, I have the opportunity to assemble a team with complementary specialties, while supporting my own growth through the PDM leadership program. This allows me to cultivate a product group that ensures my business continuity, strengthens experiences and delivers consistently high service standards."

Marketing tools and branding control — "I knew Equitable Advisors gave me access to organizations that could generate a steady stream of high-value introductions, while allowing me to retain full control of my brand. But I never thought that within just months, a cold lead would become one of my largest advisory clients."

Holistic planning philosophy with platform support — "Equitable Advisors' comprehensive resources allowed me to expand and deepen my reach into the high-net-worth and business-owner markets. I'm now offering strategies like deferred compensation, employee benefits, 401(k) and executive retention plans."

The results speak volumes about Joe's transformative journey.

2022 moved to Equitable Advisors

2023 brought over **90%** of revenue advisory business

2024 **84%** increase in revenue growth

These results reflect a deliberate transformation of his business model: replacing lower-margin work with higher-value advisory relationships, cutting platform costs, and reinvesting in marketing, staffing and client acquisition. The strategy drove double-digit margin improvement and positioned the firm for sustainable growth.

Joe also broadened his reach through associations, faith-based networks and diverse niches, creating a steady pipeline of qualified introductions. With an expanded and well-trained team, turnaround times improved significantly, freeing him to devote 80% of his schedule to revenue-generating activities that fuel long-term enterprise growth.

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

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