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

"The service model and marketing environment were really pivotal in my decision to come here, to Equitable Advisors." — Maria

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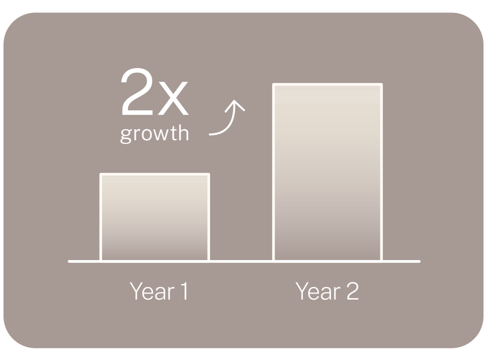
Meet
Maria Nigro

- 22 years in the business
- Joined Equitable Advisors in 2023
- DBA Nigro Wealth Management

Maria Nigro spent years in corporate America building client bases across territories — often starting over from the ground up. In 2004, she answered an ad that would change her path, entering the financial industry and discovering her true passion. She built a loyal following and a thriving practice — until the 2008 market crash put her resilience to the test.

When her firm was acquired, Maria realized her goals no longer aligned with the company's direction. She transitioned to another broker-dealer, but as that organization expanded, she felt a pull toward something new. That's when she discovered Equitable Advisors.



Maria is excited about the growth prospects for her practice

By her second year with Equitable Advisors, she had doubled her advisory business and enhanced her marketing visibility through the firm's wide-ranging support. With strong early growth, Maria looks forward to continued progress in the years ahead.

Maria says everyone at Equitable Advisors was so accommodating, and couldn't do enough for her and her team. With their help, 90% of her business was transitioned in less than 3 months.

What made Maria consider leaving her previous firm?

1. As a solo advisor, Maria felt constrained. Broker-dealer mandates pushed her to operate under larger practices, reducing her ownership, control and sense of independence.

2. Access to marketing, service and planning resources increasingly favored larger teams, limiting her ability to grow her business the way she envisioned.

3. Over time, it became clear the company culture didn't support entrepreneurial growth, personal branding, long-term practice valuation or meaningful succession planning for her firm.

> "For 13 years, the only signage allowed on the wall was the company's name. Now I have my own brand, my own logo and with Equitable Advisors behind me — and I'm very proud of that affiliation." — Maria

Why Equitable Advisors?

True supported independence model

"After years of building a territory just to have it taken away and being told I could be independent only to find out I couldn't, Equitable Advisors' supported independence model provided me with the freedom and flexibility to build my practice my way, with the backing and resources of an established firm."

Freedom to build and brand her own practice

"The marketing environment here is unlike anything I've seen. It allows me to highlight my own brand and my own logo in alliance with Equitable Advisors."

Cultural alignment

"With Equitable Advisors, I have access to a vast variety of professionals that I need to work with. People here actually show up, collaborate and help each other. I don't even know if there's a word for how unique that is."

Long-term succession support

"Legacy planning and succession planning are very, very important to me, and I wanted to choose my model, not have it chosen for me."

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

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