

Why Advisors Choose Alden



Category	Alden	Traditional Wirehouses	Traditional RIAs
Business Model & Independence	✓ Hybrid RIA + BD model with advisor ownership and autonomy	✗ Firm-controlled model designed around product placement from internal inventory	✗ Highly standardized investment management for efficiency
Payout / Compensation	✓ Transparent payouts; advisors retain ownership	✗ Fixed grids; limited control of revenue	✗ Capped grid payouts and/or purely fee-based compensation model
Operational Support	✓ Concierge support with full back office services	✗ Bureaucratic internal systems	✗ Advisors manage fragmented and isolated systems
Technology & Platform	✓ Open, integrated platform; multi-custodian	✗ Proprietary, restrictive systems	✗ Advisor-selected tools; higher cost and complexity
Growth & Marketing Support	✓ Centralized growth strategy and marketing support	✗ Brand recognition drives reputation	✗ Little to no marketing support often individually directed
Advanced Planning Solutions	✓ Specialized alternatives, structured products, private placements, trust and estate planning, and research	✗ Extremely limited	✗ Internal Advanced Planning Groups designed for efficiency
Culture & Advisor Experience	✓ Advisor-led, collaborative, peer-driven	✗ Hierarchical, firm-first culture	✗ Entrepreneurial but often isolated. Internal competition
Product & Investment Flexibility	✓ Open architecture across traditional & alternatives	✗ Inventory first	✗ Flexible, but advisor builds vendor relationships
Advisor Autonomy & Fiduciary Focus	✓ High autonomy with fiduciary-first design	✗ Autonomy constrained by firm priorities	✗ Fiduciary-focused, limited autonomy