



HD VEST'S DUAL DISCRETION ADVISORY PLATFORM REACHES OVER \$1 BILLION IN ASSETS UNDER MANAGEMENT IN LESS THAN 19 MONTHS

***VestAdvisor Select*® Grows Through New Asset Acquisition from Advisors Seeking Flexible Solutions that Reduce Practice Management Complexity**

Reflects Broader Robust Growth, as Total Advisory Assets Reach Nearly \$9 Billion, with Total Advisory and Brokerage Assets Now at Approximately \$36 Billion

Irving, TX – June 4, 2014 – HD Vest Investment ServicesSM, the leading independent broker-dealer empowering holistic tax and wealth management-based financial advice, today announced that the firm's innovative portfolio management platform, *VestAdvisor Select*®, has continued to grow rapidly, reaching in excess of \$1 billion in assets under management before its second full year since the service's initial launch in October 2012. The majority of AUM expansion for *VestAdvisor Select* since its inception has been driven through acquisition of new assets, rather than by market appreciation.

First launched in October 2012, *VestAdvisor Select* takes a unique "dual discretion" approach, under which the firm's portfolio management team establishes initial investment models focused on specific client goals; individual advisors can then choose to either completely align with the team's selections for each model utilized or substitute advisor selected funds or ETFs for up to 100% of the portfolio. The HD Vest Advisory ServicesSM team then assists in the ongoing management of the resulting customized portfolios. The service enables advisors to create highly customized portfolios that truly fit each client's risk profile, financial product preferences and long-term goals, while liberating advisors from time-consuming administrative functions such as cash management, rebalancing and monitoring.

HD Vest announced the achievement of this important milestone at CONNECT2014, this year's annual national sales conference, bringing together nearly 1,000 advisors, 67 product sponsors and strategic partner vendors in Denver, Colorado.

Speaking from the CONNECT2014 event, Roger Ochs, President and CEO of HD Vest, said, "The 'dual discretion' approach offered by *VestAdvisor Select* is unlike anything in the industry today, merging the world-class expertise of the HD Vest Advisory Services portfolio management team with the high-touch, personalized service of our affiliated financial advisors".

HD Vest Senior Portfolio Manager Jaco Jordaan stated, "Reaching \$1 billion in assets under management in less than two years is a remarkable achievement, with the continued inflow of assets into the program over the first half of this year – when the broader equity markets have largely flattened out – demonstrating that the growth has been driven principally by the value the service represents to advisors as they continually seek a greater level of freedom and flexibility to best serve their clients."

HD Vest is collaborating with leading investment consulting firm Rogerscasey to further support the future growth of the *VestAdvisor Select* platform. Rogerscasey works with the HD Vest Advisory Services portfolio management team to develop capital market assumptions, identify potential returns and risk factors and provide strategic portfolio modeling support.

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About HD Vest Financial Services

HD Vest is a leading, privately-owned independent broker/dealer empowering the delivery of holistic and objective financial advice through a network of Advisors whose roots began and continue as tax professionals. HD Vest provides tailored training, practice management support, turnkey asset management solutions and comprehensive technology platforms to nearly 5,000 trusted independent Advisors across all 50 states, as well as facilitating opportunities to share best practices and obtain peer group mentoring. The firm is ranked number 20 in *Financial Planning* magazine's 2013 list of top independent broker/dealers across the nation. HD Vest is headquartered in the Greater Dallas area, in Irving, Texas. For additional information, please visit www.hdvest.com.

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