



Cambridge Ignite 2013 Draws Record Attendance

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Breden Financial Group announced their attendance at the Cambridge Ignite conference in Scottsdale, Arizona. The annual conference set a new participation record with over 1,000 Cambridge advisors gathering to share best practices, engage with company executives, and learn about the new technical advancements available.

New Technology Solutions Announced for Rep-Advisors

A new technology solution, WealthPort, was highlighted by Amy Webber, Cambridge's president, as she addressed Cambridge's managed account experience for advisors and their clients.

"WealthPort is on the forefront of managed account options for rep-advisors," said Amy Webber, Cambridge's president. "We are introducing it in staged releases to our rep-advisors that will culminate in a complete managed account function that is fully integrated into a flexible workstation," Webber added.

WealthPort includes turnkey asset management wrap account solutions with model portfolios managed by nationally recognized investment strategists, as well as asset management account solutions managed by rep-advisors. This complete managed account solution will integrate proposal generation, account process, investment model management, trade order management, fee billing and other reporting including performance.

Cambridge Advisors donate over \$53,000 to the East Valley Firefighters Charities

Ignite attendees donated over \$53,000 to the East Valley Firefighters Charities. Each year, Cambridge Ignite selects a regional non-profit organization as its conference charity, with preference given to non-profit efforts actively supported by Cambridge advisors.

Recognition of Rep-Advisors Completing Practice Management Coaching Programs

Cambridge reported that the 1,000 plus attendees at its Ignite 2013 conference in Scottsdale included a celebration among 112 rep-advisors for completing this year's Vision, Focus and Recharge, Practice Management coaching programs.

Cambridge also announced its new mentoring program, Synergy Exchange, is now open to all interested rep-advisors. Synergy Exchange was first launched as part of Cambridge's engagement with women advisors.

About Breden Financial Group

Breden Financial Group is a financial services firm offering individual investment guidance , Insurance and Risk consultation, and Retirement guidance, with offices in Jerseyville, Illinois and St. Louis, Missouri.

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Cambridge was recognized as one of the Best of Iowa Businesses¹ and has been named among the Top Workplaces in Iowa the last three years². Cambridge also provides innovative fee programs and a full menu of commission offerings to advisors across the nation. Recognized in the industry as The Fee Experts^{®3}, Cambridge has been ranked a fee leader among independent broker-dealers for 13 consecutive years⁴.

¹ IA Biz magazine, "Best of Iowa Businesses," 2010

² Des Moines Register, "Top Workplaces in Iowa" 2011, 2012, 2013

³ THE FEE EXPERTS[®] is a registered trade mark of Cambridge Investment Research, Inc. for its investment advisory service for investment managers.

⁴ *Financial Planning* magazine, June “FP50”, Top 50 Independent Broker-Dealer Issue, 2001-2013.

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