**NEWS RELEASE**

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October 27, 2014 **For immediate release**

**NEXT Implements New Advisor Training Program**

HOUSTON—NEXT Financial Group Inc. (NEXT) is thrilled to announce the official launch of their Essential Lessons for Investment Training Excellence (ELITE) program, a professional training platform designed to help aspiring individuals and advisors at various stages of their careers learn new strategies to help optimize customer relations and succeed in the financial services industry.

The eight-time Broker-Dealer of the Year\* winning firm’s success is attributed to its vision focused on the goals of its independent advisors. By structuring the ELITE program around the entrepreneurial spirit, NEXT has provided a systematic track for both new and seasoned advisors to establish and grow their businesses on their terms.

The ELITE program was developed to immerse each participant in NEXT’s Rep-focused culture while simultaneously implementing The Sequoia System for Advisors’ (Sequoia) extensive inventory of best practices. Sequoia’s content is field tested and provides actionable processes and tools that can be incorporated immediately into an advisor’s practice.

“Our partnership with Sequoia has been invaluable during the cultivation of our ELITE program,” said NEXT’s president, Barry Knight. “I’m excited to see our ELITE Representatives progress by utilizing our own tools in conjunction with Sequoia’s methods founded on their collective 120 years of industry sales experience.”

NEXT Representatives will hugely contribute to the program by acting as sponsors to provide mentorship and field training to their respective participants. Added benefits of ELITE will include a comprehensive NEXT curated curriculum to familiarize each participant with the various features and benefits exclusive to being a NEXT Representative. Other resources offered include licensing support, opportunities to attend national conferences and more to help aid in participants’ success.

The independent broker-dealer’s decision to develop this program is the result of the waning number of advisors entering the financial services industry. “According to recent studies, of the

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**Add 1, NEXT Advisor Training Program**

316,000 current financial practitioners only 5 percent are under the age of 30. With the baby boomer generation of advisors retiring at this rapid rate, it is crucial that we take action to help groom new talent,” said Gordon D’Angelo, chairman and CEO of NEXT Financial Holdings Inc. “We want to encourage those who may be hesitant to pursue a career in financial services and present them with the resources needed to pave their own way in this business.”

NEXT is now offering the ELITE program in both a boot camp and online version to all participants and is currently accepting new candidates who are ready to see where the independent broker-dealer can help take their career. The program is expected to train 100 new advisors to come aboard by December of 2015.

**ABOUT**

NEXT is a Division III broker-dealer servicing approximately 750 independent financial representatives throughout the country. The firm was voted Broker-Dealer of the Year\* by its representatives an unprecedented eight times and continues building upon their unique culture to better serve the needs of independent financial professionals and their customers.

Securities offered through NEXT Financial Group Inc. Member FINRA/SIPC. NEXT Financial Group Inc. is located at 2500 Wilcrest Dr. Ste. 620, Houston, TXX 77042. P: 877-876-6398.

\*Based on a poll of registered representatives conducted by *Investment Advisor* magazine.  Broker- dealers rated highest by their representatives are awarded “Broker-Dealer (B-D) of the Year.”

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