

Wells Fargo Advisors Facts at a glance

(as of December 31, 2010)

Executive Summary

Wells Fargo Advisors operates the nation's third-largest brokerage business with 15,188 Financial Advisors and 4,386 licensed bankers in retail stores across the U.S. Wells Fargo Advisors administers \$1.2 trillion in client assets.

Areas of Distinction

- Unique structure that combines the capabilities of a large, national firm with the best practices of several smaller, esteemed firms
- Dedicated to Financial Advisors and their relationships with clients
- Unprecedented choice and flexibility for Financial Advisors and their clients through distinct business channels supported by established products, services and technology

Multi-channel business model

More than 11,000 Financial Advisors work in the traditional brokerage channel of Wells Fargo Advisors, LLC, with branch offices located in all 50 states and the District of Columbia. Additionally, the firm's in-bank brokerage channel employs nearly 2,700 Financial Advisors and 4,386 licensed bankers located in Wachovia and Wells Fargo bank stores. Financial Advisors and licensed bankers are registered with Wells Fargo Advisors, LLC. The firm's Independent Brokerage Group includes Wells Fargo Advisors Financial Network, the firm's independent representative arm; H.D. Vest Investment ServicesSM; and First Clearing Correspondent Services.

Products and Services

- Advisory Services
- Asset Management
- Brokerage Services
- Estate Planning Strategies
- Retirement Planning
- Portfolio Analysis and Monitoring

Retail Client Assets	\$1.2 trillion
Registered Representatives	19,574
Financial Advisors	15,188
Licensed Bankers	4,386
Correspondent Clearing Firms	98
Data is a combination of Wells Fargo Advisors, LLC, Wells Fargo Advisors Financial Network, LLC, First Clearing, LLC, H.D. Vest Investment Services SM	

Quick Facts

Industry Rank

- Third-largest full-service provider of retail brokerage services in the U.S.*
- Third-largest provider of managed accounts**

Broker-Dealers under Wells Fargo & Company

- Wells Fargo Advisors, LLC
- Wells Fargo Advisors Financial Network, LLC
- First Clearing, LLC
- H.D. Vest Investment ServicesSM

Web Site

wellsfargoadvisors.com

*Based on number of Financial Advisors and client assets

**Based on assets

Investment and Insurance Products: ► NOT FDIC Insured ► NO Bank Guarantee ► MAY Lose Value

Wells Fargo Advisors is the trade name used by two separate registered broker-dealers and non-bank affiliates of Wells Fargo & Company: Wells Fargo Advisors, LLC, and Wells Fargo Advisors Financial Network, LLC (members SIPC). First Clearing, LLC, and H.D. Vest Investment ServicesSM, (members SIPC) are separate broker-dealers of Wells Fargo & Company (First Clearing is a non-bank affiliate and H.D. Vest is a subsidiary). Wachovia is a Wells Fargo Company. 0111-2922 [85528-v1] ©2011 Wells Fargo Advisors, LLC. All rights reserved.