

WELLS
FARGO

ADVISORS

Wells Fargo Advisors is once again a leader in doing what's best for clients

A top-rated U.S. investment firm
in customer advocacy

"Customer Advocacy 2010: How Customers Rate U.S. Banks, Investment Firms, And Insurers," an independent report, Forrester Research, Inc., January 2010.



Together we'll go far



That investment firm is Wells Fargo Advisors.

We know it's easy to say you're committed to putting clients' interests first. It becomes meaningful when your clients say it on your behalf:

Based on a national, independent survey, Wells Fargo Advisors was once again named a top-ranked U.S. investment firm in customer advocacy by Forrester Research, Inc.

Forrester Research is an independent research company that provides pragmatic and forward-thinking advice to global leaders in business and technology. In the most recent Forrester report and for the second consecutive year, we received a top rating for investment firms when clients were asked whether their investment firm does what's best for them, not just the company's bottom line.

This is an accomplishment we couldn't have achieved without clients' trust and loyalty. At Wells Fargo Advisors, we work every day to exceed clients' expectations and provide them with a sound financial strategy for the future.

Wells Fargo Advisors was a top-rated firm in percentage of customers who agree with this statement, "My financial provider does what's best for me, not just its bottom line." Wells Fargo Advisors is the trade name used by two separate, registered broker-dealers: Wells Fargo Advisors, LLC, and Wells Fargo Advisors Financial Network, LLC, Members SIPC, non-bank affiliates of Wells Fargo & Company. ©2010 Wells Fargo Advisors. Forrester Research, Inc. surveyed 4,500 U.S. Consumers to rate their banks, investment firms and insurance companies on customer advocacy. Out of the 10 investment firms rated in the survey, Wells Fargo Advisors was a top-rated U.S. investment firm in customer advocacy. The ratings may not be representative of any one client's experience as the rating represents a sample of the Firm's clients and past performance is no guarantee of future results. [76821-v2] 0210-4823

Our commitment to you

We will honor our relationship with you.

When you work with a Financial Advisor from Wells Fargo Advisors, you have someone who takes the time to listen and understand your needs, helps you clarify your goals, and takes seriously the safety and security of your money and investments.

We will be fully invested in your success.

Your Financial Advisor can help you stay on track to meet your goals through intelligent financial solutions, in-depth analysis of your investments and regular feedback on your progress.

We will be with you every step of the way.

Your needs and goals will change over time. That's why your Financial Advisor will be there to provide ongoing advice - along with the exceptional service you deserve - through the ups and downs of markets and economic cycles.