



The Rep Experience at Mullaney & Associates

Dick is a Principal and OSJ with Cetera Wealth Partners. As of October 2025, the group has \$1.49B of Assets Under Administration (AUA) and \$1.07B of Assets Under Management (AUM).

Dick's OSJ is all about collaboration and community. Sharing among the advisors is a hallmark of the rep experience within the group as it allows all members to enjoy their independence while staying connected and not alone.

In addition, Dick adds value by working with his reps to help them grow their business and by helping them deliver exceptional (and compliant) fiduciary experience to their clients. Part of that is showing the reps how to take advantage of all of the resources available through Cetera Wealth Services, LLC.

As a recruiter, Dick is well-versed in working with advisors to see if there's a good fit and he works closely with the recruit and Cetera to maximize the transition package. Dick and his team are very excited about the impact that new technologies are having on the transition process itself, allowing for the process to be quicker and more efficient than was ever thought possible. There is nothing more rewarding than seeing a fully transitioned rep, his book intact, enjoying the platforms and growing their business at Cetera Wealth Services, LLC..

Here's a partial list of some highlights that Dick and Cetera bring to the table for recruits:

1. Cetera Wealth Services, LLC is an independent financial planning B-D. We have no proprietary requirements.
2. Cetera's advisory platform contemplates all of the possible deliverables. We have reps who design their own portfolios. We have reps who use packaged "Unified Manager Accounts." We have reps who use Turnkey Asset Management Programs. And everything in between.
3. Our reps own their business. Their business represents a transferable asset. All reps are encouraged to set up a continuation plan with another Cetera rep that can be triggered by death, disability or retirement.
4. Although our reps are independent, they are not alone. We provide coaching to help you grow your business. We have about 25 reps in the group and we are constantly sharing ideas to help each other get to the next level.

5. Our payouts are in the 80-90% range, based on production. With substantial transition packages for the right recruits.

6. We have “plug and play” opportunities for recruits, where existing local reps have office space and admins in place.

7. We have all of the technology that you could possibly need.

Here's a link to a recruiting website at Cetera Wealth Partners:

<https://www.cetera.com/cetera-wealth-partners>. Feel free to call Dick at 860-490-7384.

And ask him for some referrals to his existing reps -- it's a great way to learn about the experience at Mullaney & Associates.

Richard T Mullaney CLU

Mullaney & Associates

95 Glastonbury Boulevard, Ste 210

Glastonbury, CT 06033

Securities offered through Cetera Wealth Services, LLC, member FINRA/SIPC.
Advisory services offered through Cetera Investment Advisors LLC, a registered investment advisor. Cetera is under separate ownership from any other named entity.