

Candidate Profile — District Committee Election

Candidate Name: Tim Edwards

Title: Executive Vice President

Firm: Prospera Financial Services, Inc.

Candidate Biography and Personal Statement

I started in this industry in 1986 as a W-2 rep, joined Prospera in 1989 and opened the firm's first independent branch office. After running and growing the branch to be a substantial part of the firm's overall revenue & profitability, I was offered an opportunity to buy into ownership and became a full partner in 2000. As an owner/executive in a W-2 and Independent BD, I've gained valuable experience from the challenges in owning and operating a BD. My roles over the last 25 years include the oversight of compliance, branch development, sales & marketing and new business development. As Principal and Executive Vice President, I direct the firm's Growth initiatives, platform development and work with my partners in setting the firm's overall strategic direction.

I served on SIFMA's Independent and Small Firms Committees providing direction and influence on responses to proposed regulations and other industry changes. The objective is to include the small/mid-sized, W-2 and Independent BD voice in SIFMA's comments regarding matters that concern us all. I've participated in several round tables and went to Washington, DC to meet with members of Congress—advocating for independent firms and providing our viewpoint on regulatory policies.

I am also a member of the Financial Services Institute (FSI) serving on the Marketing Growth & Development Council. We present the independent firm perspective regarding issues affecting the independent BD model with advocacy efforts on 12b-1 fees, recruitment compensation disclosures, fiduciary standard, financial literacy and educating regulators on the independent business model.

Owning & operating a broker-dealer is challenging, especially following the 2008 financial crisis, operating with the regulatory challenges of Dodd-Frank, navigating the proposed 'fiduciary standard,' and dealing with the multitude of changing regulations. Our firm was able to not only handle these issues but to grow and thrive because of our foresight. We added staff, recruited new advisors, increased revenue and profitability and worked with our regulators to improve our compliance and supervisory efforts.

I want to serve on the District Committee because I truly believe the mid-size broker dealer plays a vital role to the investing public, and I want to do my part in educating FINRA on our challenges. I am intimately aware of the challenges advisors face in the field, the ever increasing supervisory demands put on BDs, as well as the economic and resource costs in carrying out regulatory directives. I want to make sure that the mid-size BDs have a voice in shaping regulations.

Leadership requires action within the industry and with those making decisions on how we operate. It's important that I do my part and be willing to speak up and voice my opinion. My leadership strengths lie in strategic problem solving, negotiating to bring differing opinions together, solution-based thinking and an innate ability to take a complex situation and make it easier and more understandable. These skills that I use with my firm are strengths I will bring to the District Committee in representing firms just like Prospera.

Optional Links:

Link to personal website, resume or CV: <http://www.prosperafinancial.com/bios/tim-edwards/>

Link to YouTube video: _____
