



# The Rep Letter

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*The first step towards getting somewhere is to decide that you are not going to stay where you are.*

*J.P. Morgan*

## Keep more of your earnings

Like many investment professionals, perhaps at some point in your career you have considered becoming affiliated with an independent firm. Over the course of the past decade or so, operations as an independent broker have become much more feasible with dramatic improvements in technology and the unprecedented growth (in both numbers and size).

Make no mistake about it, the establishment and operation of one's own business is neither easy nor suitable for everyone. Many in the industry have neither the ability nor desire to operate their own business.

However, for those with the abilities of establishing their own business, the rewards are quite substantial. For instance, I usually tell prospective associates that they may expect "take home" income to increase by at least fifty percent! In addition to this, our associates have access to more products and more flexibility than their traditional firm brethren do, which of course translates into more opportunity.

We believe that independence is the only true access to the professional fulfillment and financial success to which a select few aspire. Telephone me for a completely confidential consultation concerning your situation.

Have a great day!

Michael C. Jordan  
President

Polar Investment Counsel Inc is a federally registered investment advisory firm and broker dealer, which manages customer accounts on a fee or commission basis. The firm's senior principal, Michael Jordan has nearly thirty-five years of industry experience.

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