CANTELLA & CO., INC.
Helping Investors Since 1952

National Financial Services LLC

Cantella registered representatives have the ability to carry accounts at National Financial Services, LLC, a Fidelity Investments Company and dedicated industry leader recognized for clearing and technological innovations. National Financial enhances your operational efficiencies by leveraging technology solutions which simplify processes and help improve responsiveness, accountability, and processing times to provide the best possible customer experience. Cantella has utilized the platform of National Financial Services since 1994 to help financial advisors grow their business.

Mutual Funds | Connect your business to more than 16,000 share class alternatives from Fidelity and other popular fund companies with the Institutional Funds Network.[SM] You receive free access to view Morningstar's Profiles on funds. You can screen to narrow your search for the right funds based on numerous criteria such as fund objective, manager tenure, fund assets, sales loads, fund family, annualized returns, and Morningstar rating.

Ascensus Retirement Support Desk | An entire department dedicated to helping you solve the retirement needs of your customers. You can receive guidance as to appropriate plans for individuals and business owners. Often when meeting with business owners, registered representatives receive challenging questions and rather than say, "Let me get back to you," simply call the Support Desk for instant answers to complex retirement questions. You look smart and clients receive timely answers.

Fidelity Monday Wake Up Call | Jumpstart your week with timely commentary and analysis from the analysts of Fidelity Capital Markets. Learn about key expected announcements during the week and strategies to help you position client assets.

Brokerage Portfolio Account | Build client loyalty by being the "go to" solution for all financial matters. Help clients quickly and easily manage their finances, including balancing their checkbook, banking online, and creating a budget using their account information. Account is flexible, allowing you to offer as few or as many choices as desired. According to a Securities Industry Association study, Brokerage Portfolio Accounts are three times larger than standard brokerage balances. Helps consolidate assets for easier recordkeeping and expense tracking, making tax time easier to manage. Clients enjoy the flexibility to pay bills 24 hours a day and earn rewards, while managing spending.

The Loan Access Program | Includes both traditional margin lending and non-purpose loans. Not only will you have the support tools, but also the products and services to manage both the credit and debit side of your clients financial situation.

Fully Paid Securities Lending | Your clients can receive additional revenue when they provide the ability to lend fully paid positions. There are no trading restrictions, security minimums, or fees to clients. In exchange for the additional revenue clients receive, they forfeit their proxy voting rights and may receive substitute dividend payments in exchange for dividends. The fee is credited monthly to your client's brokerage account.

Learning | You will have access to numerous Instructor-Led training sessions on WebEx® to learn about available technology and resources to help you learn new skills or enhance your current knowledge. Learn at your own pace with the ability to review modules as often as you want.

Managed Account Solutions | You have the ability to work with some of the premier institutional money managers in separately managed accounts with low minimum balances. Solutions are available for the representative as portfolio manager, including access to thousands of mutual funds with no ticket charges.

Trust Network | You will have access to a choice of corporate trustees to provide administration while you manage investments for your clients' trust accounts. Participating Trustees include Advisory Trust Company, Colonial Trust Company, Fidelity Personal Trust Company, FSB, First American Trust, FSB, National Advisors Trust Company, FSB, RBC Trust Company (Delaware) Limited, Santa Fe Trust, and Wilmington Trust Company. This open-architecture program provides a full menu of solutions geared to meet virtually any personal trust need, whether full trustee, agent for trustee, or trust reporting services.

Trading | You can receive personalized service from specialized and seasoned equity, options, and fixed-income traders to help fulfill your trading needs. As an underwriter and principal dealer for a broad range of fixed-income securities, Fidelity Capital Markets provides clients access to an extensive inventory and new issues. BondTraderPro provides a single point of access to buy and sell bonds, view inventory of numerous firms and find the best bonds helping you meet your retail and institutional business needs. You can build bond ladders, utilize powerful search filters to find, sort and save the right products that meet your criteria, and utilize pre-trade price analysis using real time TRACE and MSRB pricing via Market Check.

Streetscape | The brokerage workstation and wealth management platform of National Financial Services is designed to empower financial consultants by consolidating information and solutions in one easy to navigate, portable system that you can access anytime or anywhere. Receive account information including your positions, balances, and order status of pending transactions. View daily reports including Fed calls, house calls, money lines, bonds maturing or redeemed, and monitor the status of incoming account transfers or retirement distributions. Expanded capabilities allow you to drag and drop, resize columns and rows and place data into Excel spreadsheets. You can view and print client statements for the previous ten years and confirmations for five years. To save time, the intuitive system will populate accounts as you type. Search engines make navigation of the system much easier. Add on the ThomsonONE wealth management tool for a truly sophisticated, integrated workstation.

Market Data News and Tools | Receive free daily updates from Argus Research including their Market Update, Market Digest, and Market Watch Reports. For stock research, you receive the Daily Morning Briefing of Barclays Capital. Access the Morning Economics Briefing from Decisions Economics, Inc. as well as economic indicators and weekly economic analysis. A newly designed stock, ETF and mutual fund screener helps you be proactive and responsive to your customers. Watch lists allow you to isolate a stock and view more comprehensive details. When you access a quote, you can also click and see what accounts hold that position.

Tax Lot Accounting | View cost basis information for your accounts on-line instead of wasting time digging through micro-fiche or old statements at tax time. Year-end 1099 forms also include all cost basis information, a popular service that clients and accountants love that saves you time.

Report Manager | Organize your tasks into easy to navigate and read reports. You can sort accounts by activity, identify those accounts that are generating your revenue and those that are not, search for positions, view your money line to see where balances need to be invested, view profits and losses, analyze your assets under management, monitor incoming account transfers and retirement distributions, view if any corporate actions are required and view positions that are nearing maturity or expiring. Harvesting data helps you work smart and be more productive each day.

Trading | Access an advanced order management and trading platform that allows you to bulk together client orders and build positions according to model portfolios. Exchange funds not only within a fund family, but also with an unrelated fund family avoiding lost time calculating the amount of proceeds available and waiting a day to do so. An advanced trading platform allows you to enter trailing stops, conditional orders, multi-leg options, and other institutional trading capabilities.

Fidelity Retirement Income Evaluator | A robust tool to help you better service current clients and add new ones. According to a Fidelity Advisor Survey of investors at retirement, 87% of clients who completed a retirement income plan with an advisor said that they did or would refer someone to that advisor. Investors in this age group want to know that an advisor understands their retirement goals and concerns and can incorporate those intangibles into an income plan. Human resource departments will see the value you can add to provide retirement income planning services for employees. Deliver wealth management services designed to help clients protect, grow, and transfer their money during retirement with a free tool to help you help your clients. The Retirement Income Evaluator helps you gather valuable data on clients and provide Monte Carlo simulations to help them analyze the likelihood of possible outcomes in retirement based upon their income and expenses and asset allocation.

Portfolio Analytics | Helps you to consolidate multiple accounts and then analyze them to better manage client assets. Allocations are broken down by asset class and further into industry sectors, which you can compare percentage allocations to various industry benchmarks and where the equities in the portfolio fall in terms of value vs. growth and large cap vs. small cap. You can view a historical analysis to see how allocations might have returned in prior years. The analysis includes a summary of expected monthly income.

Calculators | You will have access to tools, calculators, and the financial planning series provided by Sunguard WealthStation. Calculators can help your clients understand the impact of Roth conversions, 72(t) distributions, the time value of money, tax deferred vs. taxable comparisons, when it makes sense to refinance, and the impact of charitable giving through various vehicles.

Referral Edge | Is a dynamic prospecting tool that will help you identify referral opportunities and learn more about existing or potential clients. You can access more than 3 million public records in an easy to utilize search engine that allows you to dig deeper into various categories such as contact information, job titles, biographies, and recent wealth creating events. See who serves on the boards with your current or prospective clients, the performance of their corporate retirement plans, and who has been promoted or recently changed jobs. Save the thousands of dollars you might spend on mailing lists by drilling into the information provided by Referral Edge in an easy to search format. Leverage current relationships as you build a pipeline of new business through smart, efficient analysis of the extensive data contained within this robust tool.