

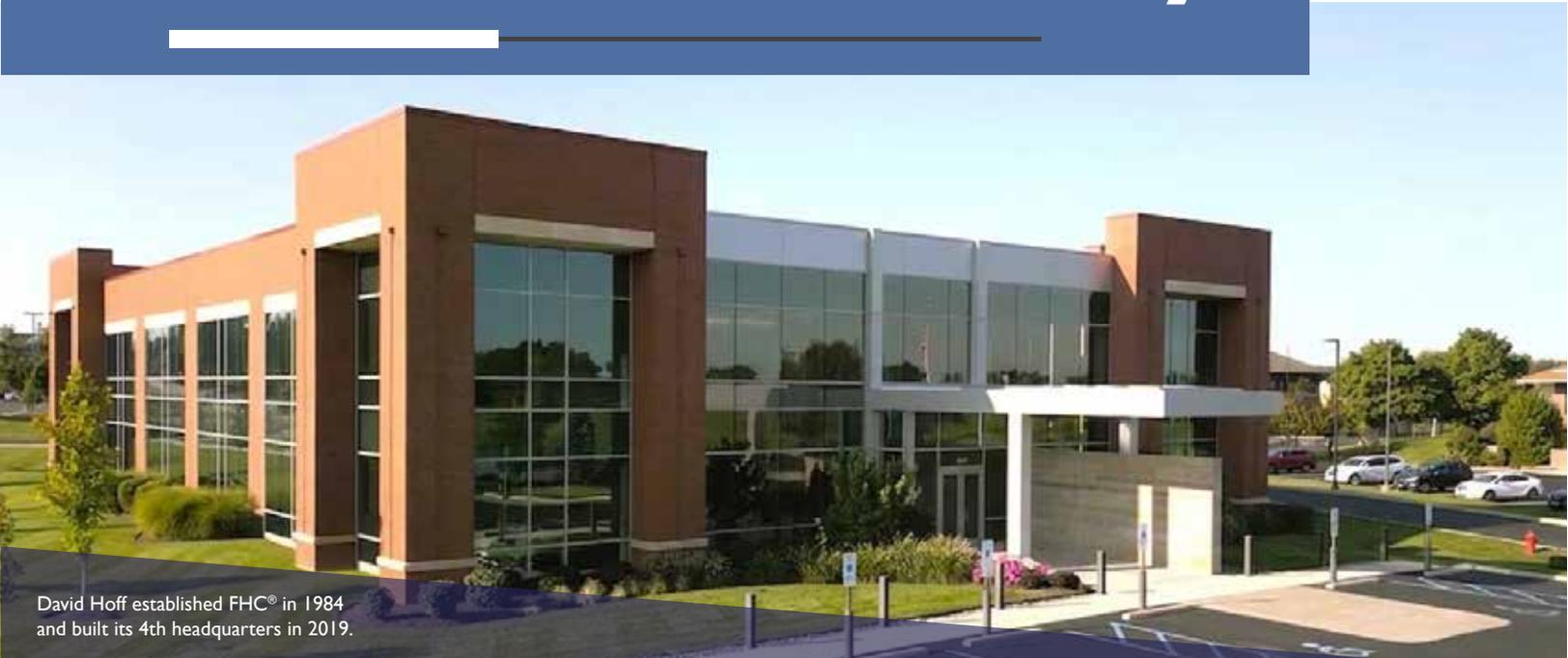
First Heartland[®]

Empowering Your Independence

We handle the heavy lifting, you focus on your clients and your growth. Discover a stable, private home for your business, your clients and your legacy.



Founded on Stability



David Hoff established FHC® in 1984 and built its 4th headquarters in 2019.

Built for Longevity

In an industry where firms are bought, sold, or merged every week, First Heartland® stands as a stable foundation. We provide continuity in a changing market. Because we remain 100% privately owned and family-run, we do not answer to outside shareholders or private equity timelines.

**A Permanent Anchor
in a Changing Industry**

We aren't building a firm to facilitate an exit; we are building a business to support your practice and its eventual succession. This long-term mindset ensures that the home you join today will be the same home that supports your clients for decades to come.

The Legacy Standard

One Integrated Home One Seamless Practice

Stop piecing your practice together across multiple firms. First Heartland® is for the financial professional who wants a single, high-performance home for every part of their business.

First Heartland® Consultants

Registered Investment Advisor

Built for those who demand an objective, fee-based environment without the conflict of proprietary mandates or bias.

Open Architecture: Access a vast universe of managers and models. We provide the tools; you provide the strategy.

Transparent Pricing: Clear, advisor-centered fee structures with no hidden mark ups. Align your success with your clients' outcomes.

Fiduciary Advocacy: We manage the intricate regulatory filings and oversight, allowing you to act as a true fiduciary.

First Heartland® Capital

Broker Dealer

Gain the connectivity and scale of a mega firm without sacrificing the direct, personal accessibility of a boutique home office.

Seamless Securities: Execute trades and manage brokerage business through a sophisticated, high-speed platform.

Compliance Partnership: We are a consulting partner, not a "no" department. Our team helps you navigate complex regulations to keep your business moving forward.

Virtual Backoffice: From start to finish, our team handles the administrative heavy lifting to give you back the time for what matters most.

First Heartland® Corporation

Brokerage General Agency

We offer a direct line to the industry's most respected insurance and annuity carriers.

Expert Case Design: Partner with our seasoned team to structure complex risk management solutions.

Underwriting Advocacy: We leverage our longstanding relationships with carriers to advocate for your clients, navigating the underwriting process to secure the best possible offers.

Total Vesting: We honor your work from day one. On risk-based products, you maintain 100% vesting and contractual ownership of your business.



Eliminating Operational Friction

We house all three entities under one roof to simplify your practice. With a single support team, we turn administrative complexity into operational ease. The result is a seamless platform that removes friction, letting you focus entirely on your clients.

Paperless Workflows Speed and Scale.

Stop fighting with paper and redundant data entry. Our virtual back office is 100% digital from start to finish. With our 50-state reach and e-signature tools, you gain the power of a mega-firm while keeping the freedom to run your practice exactly how you want.

Proactive Compliance Your Advocate in the Field.

Our compliance team is a protective shield, not a gatekeeping hurdle. They act as your advocate to find solutions rather than reasons to say “no.” We handle the heavy lifting of regulatory shifts so you can lead your practice with total confidence.

The Engine Behind Your Independence

We provide the infrastructure that turns administrative complexity into operational ease. We provide the engine but you remain the driver of your independent vision.

We handle the intricate details of processing and regulation across your securities, fee-based, and insurance practices. By offloading these operational burdens to our specialized team, you reclaim the freedom to own your time and stay focused on what matters most: your clients.

Offload the Complexity Reclaim Your Time.

Our staff is not a remote service center; we are your dedicated partners. We treat every application, trade, and case with the same urgency and care as if our names were on the door. Conversations happen with people who recognize your voice, know you by name and stay involved at every step.

Shared Accountability Professional Advocacy.

High Tech Power High Touch Advocacy

You shouldn't have to choose between a personal connection and the tools you need to compete. We provide the heavy-duty horsepower of a mega-firm backed by a 'know-you-by-voice' culture. After our people, technology is our largest investment because it's what handles the back-office burden—giving you the one thing you can't buy: **time**. Whether you use that time to stay in front of your clients, grow your practice, or be with your family, our goal is to ensure you're the one who decides.



Technology That Works for You, Not a Shareholder

We give you the high-tech tools you need to remain competitive in a digital-first market without losing the flexibility and autonomy of your private practice. As a private firm, we adapt our tech stack to the needs of each professional, not the demands of a parent company.



No Anonymous Queues

We refuse to hide behind ticketing systems or layered bureaucracy. At First Heartland®, you have the tools of a mega-firm but you and your business are never reduced to a metric. We believe in providing the support you need so you can define and drive your own success.



A Direct Line to Leadership

When you face a complex case or a strategic hurdle, you need an answer, not a ticket number. You have a direct line to our entire team—including executive leadership with the authority to act. We operate 100% on-site as a unified team, providing an environment where your questions are handled in real-time by experts without the delays of a disjointed workforce.

Designed for the True Entrepreneur

First Heartland® is a home for those who insist on owning their business, brand and client relationships without interference. There are no required products, sales targets or mandated software solutions. As a private firm, leadership thinks in decades rather than quarters, evaluating every decision by how it helps you serve your clients.



The Leap to Autonomy.

You've built the relationships, but your firm owns the business. We provide the professional bridge to move you from a restrictive corporate environment into true independence. You bring the practice; we provide the engine to ensure you own your future without losing momentum.



Advice without Interference.

You believe client outcomes should drive growth, not sales mandates or corporate quotas. Because we have no house-brand bias, our interests are aligned with you and your clients. Your advice remains objective, ensuring your practice remains truly yours.



Scaling Through Efficiency.

You want a firm that empowers your growth, not limit your future. You value your time as much as your revenue. By leveraging our virtual back office, you scale your business efficiently while protecting your personal freedom. You want a firm that handles the heavy lifting so you can focus on the big picture.

Our Interests Are Aligned With Yours.

First Heartland® views Financial Professionals as business owners. We do not measure success by headcount, but by the health and longevity of your independent practice. When you succeed, we succeed. It is as simple as that.



Ready to Experience Real Independence?

Contact Our Leadership Team Directly:



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