

ABOUT FIRST FINANCIAL

First Financial Equity Corporation is a full-service investment firm based in Scottsdale, Arizona. The firm, founded in 1985, offers a broad array of investment products and services to its clients. From traditional equity trading capabilities, to extensive financial and estate planning services, First Financial's primary responsibility is to the clients' success in their investing and economic planning endeavors.

First Financial, as a privately owned firm, can offer investment ideas, innovations and suggestions to our clients free from the potential adverse influence that may be experienced in a larger brokerage firm.

Each of our clients can expect to experience a service-oriented company with a reputation of responsiveness and attention to the client's needs. We design portfolios to meet your particular needs, whether a corporate retirement plan with thousands of employees, or the beginning investor just starting out.

Creating and preserving wealth with safety and utilizing the experience of a diverse and experienced group of investment professionals is our goal. If this is what you are seeking, please give us a call. You will be glad you did!

At First Financial, we are committed to providing superior customer service. With our state of the art technology and intelligent investment solutions, our firm offers a full range of products and services for the experienced investor or someone just starting out.



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Member NASD, SIPC



OUR CLIENTS ARE
OUR GREATEST ASSET.

On behalf of all the employees of First Financial Equity Corporation, I welcome you to explore the opportunities available to you at our company. I am very proud of the quality of our staff and encourage you to review our website. It is our belief that we offer something that is missing in most brokerage firms and that is quality of service as our primary objective.

While there are brokerage firms that are larger than ours, the one item that will continue to bring First Financial success in the future is our pride in the quality of service that we offer our clients. Our business grows primarily through referrals and I believe the rapid growth we have experienced over the last several years is due to our commitment that the client comes first.

I encourage you to open an account with us; give us a try and let us earn your confidence.

Sincerely,
George Fischer
President

The Denver office is proud and committed to providing the same outstanding customer service that FFEC has provided clients around the United States. Our primary focus is our clients' fiscal well-being.

Our experienced advisors and support staff are committed to serving the client first. Clients have access to both Broker Dealer and Registered Investment Advisory services. I invite you to experience the difference a privately held financial service firm can offer you.

Sincerely,
Robert Spicer
Executive Vice President- Colorado

PRODUCTS

- Stocks, Bonds, Options
- Mutual Funds
- Bank Deposit Program
- Structured Products
- Annuities
- Managed Futures
- Private Placements
- Life Insurance
- Long Term Care Insurance
- Money Market Funds
- Certificate of Deposit

SERVICES

- Dimensional Funds Advisory Program
- Discretionary Managed Accounts
- Real Estate Advisory Services
 - 1031 Exchanges
 - Tenants in Common
- Financial Planning
 - Estate Plans
 - Retirement Planning
- Non-Discretionary Managed Accounts
- Education Funding and 529 Plans
- Retirement Accounts
 - Traditional
 - Roth
 - 401K

INTEGRITY

We maintain clear, honest and realistic communication with our clients. Our recommendations are personalized with our client's goals in mind.

KNOWLEDGE

We stay current on investments and economic issues and strategies insuring our clients that decisions on their behalf are made in the framework of current market conditions. Our main responsibility is to create solutions to meet our clients' needs.

INNOVATION

We create unique solutions to meet our clients needs whether it's our online account viewing, a team based approach or our on site trading room, our goal is continue to be a leader in offering new services.

TRUST

The matters we discuss with our clients require a great deal of discretion. We are committed to conducting ourselves in a manner that deserves our client's confidence.

CUSTOMER SERVICE

Our friendly staff gives you the personal attention you desire. Our website is convenient, user friendly and informative.