



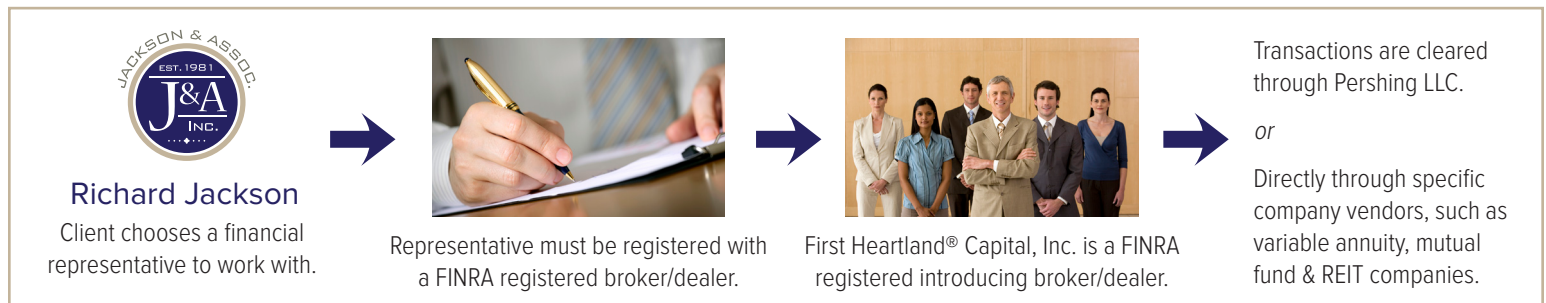
Richard Jackson, CFP®

3701 Paseo Del Norte NE
Albuquerque, NM 87113
505.944.8404
Richard@jacksonrfw.com

About First Heartland® Capital, Inc.

First Heartland® Capital, Inc. is an integral part of the securities investment process. Although you work directly with your financial advisor or registered representative, they in turn must be registered with a FINRA registered broker/dealer in order to solicit business. First Heartland Capital, Inc., as a fully disclosed introducing broker/dealer, does not custody securities or funds - these are held by the product vendor or clearing firm, Pershing LLC, member FINRA, NYSE, SIPC and a subsidiary of BNY Mellon. A broker/dealer is much like a window - we are transparent in some ways, but our presence is necessary. The advisor must process any securities transactions thru us, and we in turn clear those transactions thru Pershing LLC, or other vendors, such as REIT or variable annuity companies. Although we receive the orders for securities products through the registered representative, we forward them directly to either Pershing LLC or the company vendor for execution.

The Process



The role of First Heartland® Capital, Inc. is to open, approve, & monitor your account(s), assess the suitability of the investments in your account(s) based upon information you provide us, and respond to any questions or inquiries related to your accounts.

Additional Information

SIPC

First Heartland® Capital, Inc. is a member of the Securities Investor Protection Corporation® (SIPC). As a result, securities in your clients accounts are protected up to \$500,000 (of which \$250,000 can be for claims for cash awaiting reinvestment). Explanatory brochure available upon request, or at www.sipc.org.

FINRA

First Heartland® Capital, Inc. is also a member of FINRA (Financial Industry Regulatory Authority).

Pershing LLC

Pershing is a member of the Securities Investor Protection Corporation® (SIPC®). As a result, securities in your accounts are protected up to \$500,000 (of which \$250,000 can be for claims for cash awaiting reinvestment). For details, please go to www.sipc.org. Please note that SIPC does not protect against any loss due to market fluctuation.

In addition to SIPC protection, Pershing provides coverage in excess of SIPC limits from Lloyd's of London, in conjunction with other insurers.¹ The excess of SIPC insurance

Pershing LLC (Continued)

program is valid through February 10, 2017.

The excess of SIPC coverage provides the following protection for assets held in custody by Pershing and Pershing Securities Limited, its London-based affiliate:

- An aggregate loss limit of \$1 billion for eligible securities -- across all client accounts
- A per-client loss limit of \$1.9 million for cash awaiting reinvestment -- within the aggregate loss limit of \$1 billion

Neither SIPC protection nor the additional excess of SIPC insurance policy protects against loss due to market fluctuation of investments.

¹ Pershing's excess of SIPC coverage is provided by certain underwriters at Lloyd's insurance market (\$950M) and Axis Specialty Europe Ltd. (\$50M).

Stocks, mutual funds, and variable products are not suitable for all investors. Before making any purchases, you should carefully read the prospectus and prospectuses for the underlying investment portfolio of variable products and other information about the investment company. In addition to carefully reviewing the prospectus, you are advised to consider carefully the investment objectives, risks, charges and expenses of the investment before investing. A prospectus may be obtained by contacting your registered representative or directly from the mutual fund, insurance company, or offering entity.