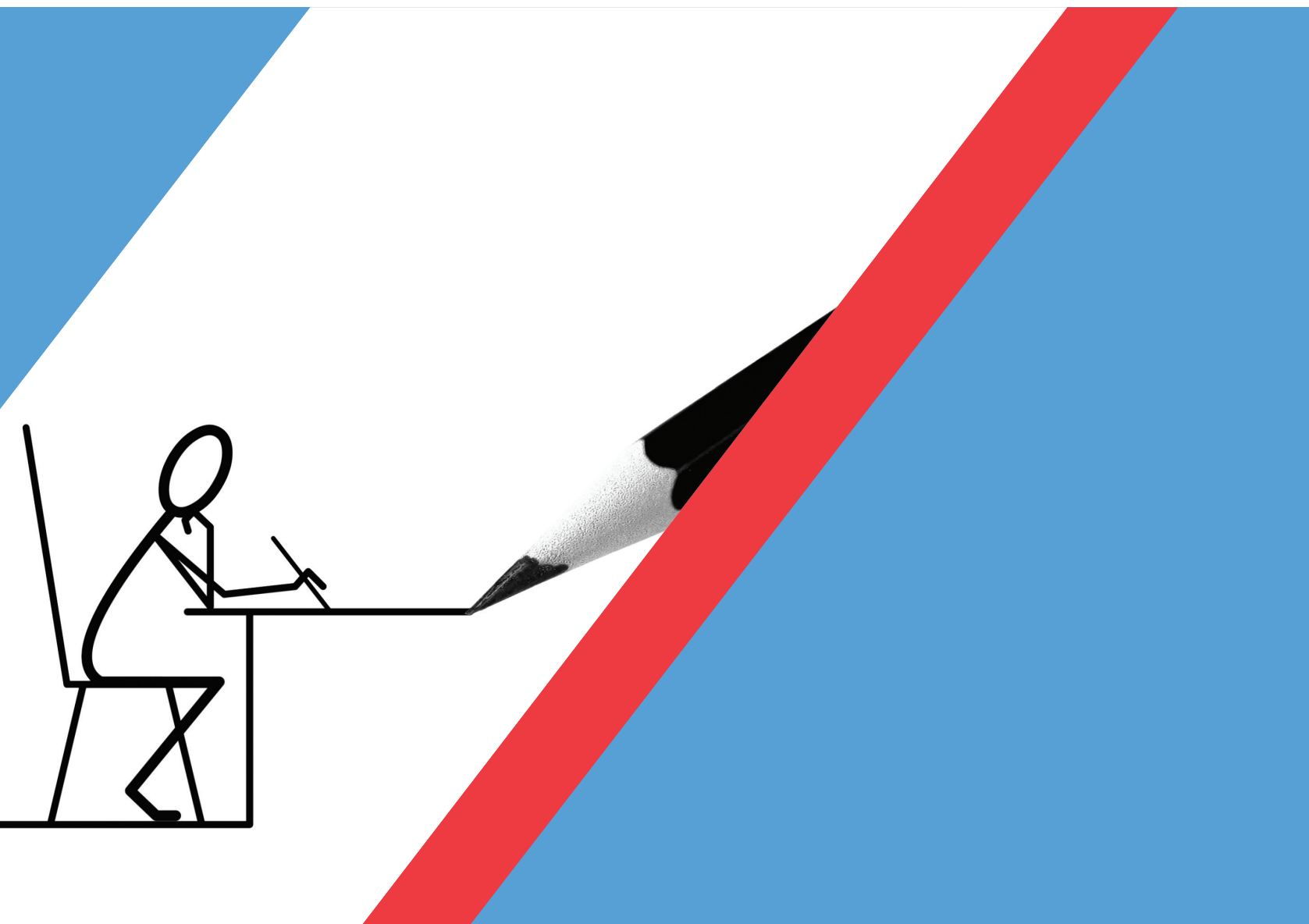


how will you draw your future? /



## our mission/

AXA Advisors' mission is to attract, select, place and promote individuals based on their qualifications — a philosophy that has always been a fabric of our company.

### About AXA Group<sup>1</sup>

Choosing a company to help you continue your success is a big decision. With so many companies to choose from, you want to make sure you've aligned yourself with an organization that is well respected among its peers and that has a history of success and global presence and power. AXA Advisors, LLC, an affiliate of AXA Equitable Life Insurance Company (New York, NY), is part of the global AXA Group — a worldwide leader in financial protection and wealth management, offering products and services in its core business lines of life insurance, asset management, and property and casualty insurance.

### AXA Group Ranks

- AXA Group was ranked #1 in diversified insurance in terms of sales according to statistics compiled by *Forbes* magazine for its *Forbes* Global 2000 list of the world's biggest public entities in 2011.<sup>2</sup> AXA Advisors, LLC is a subsidiary of AXA Financial, Inc., a member of the global AXA Group. AXA Group refers to AXA, a French holding company for a group of international insurance and financial services companies, together with its direct and indirect consolidated subsidiaries.

### AXA Group

- 95 million individual and corporate clients worldwide<sup>3</sup>
- 91 billion Euros in Revenue<sup>4</sup>
- Operations in over 61 countries<sup>5</sup>
- More than 214,000 employees and exclusive sales associates around the world<sup>6</sup>

<sup>1</sup> "AXA Group" refers to AXA, a French holding company for a group of international insurance and financial services companies, together with its direct and indirect consolidated subsidiaries. AXA Equitable Life Insurance Company is an indirect, wholly owned subsidiary of AXA. AXA Equitable has sole responsibility for its life resources and annuity obligations.

<sup>2</sup> Values calculated in April 2011, <http://www.forbes.com/global2000/list?ascend=false&sort=companyRevenue1&industry=Diversified%20Insurance>.

<sup>3</sup> AXA Group Factsheet as of 3/31/10.

<sup>4</sup> As of 12/30/10 figure is \$121.6 billion using 12/31/10 closing exchange rate of 1 Euro /=\$1.337.

AXA is based in France, where the official currency is the Euro.

<sup>5</sup> AXA Group Factsheets as of 03/31/11.

<sup>6</sup> AXA Group Factsheets as of 03/31/11.

# join a winning organization

Choosing a company that has a history of permanence and endurance is something that our team of Financial Professionals has done. By associating with AXA Advisors, LLC you give yourself the support and security to help start and build a solid business.

AXA Group's activities in life insurance, financial planning, financial management and advice are offered through its principal U.S. subsidiary, AXA Financial, and AXA Financial's strong family of brands, including AXA Advisors, LLC, AXA Equitable Life Insurance Company, AllianceBernstein and MONY Life Insurance Company. AXA Financial has a satisfactory rating with the Better Business Bureau (BBB) and has been a BBB accredited business since 02/04/1937.



## note

The security that comes with a well-established global leader is admired not only by our peers in the industry, but also by our clients.



# becoming a financial professional

## What Do You Look For in a Career?

- Ongoing professional development and personal satisfaction
- Financial rewards and recognition
- Fulfilling, long-term relationships
- Flexibility and innovation
- “Entrepreneurship”

### look no further

These are just some of the advantages enjoyed by AXA Advisors Financial Professionals.

## What Should You Look for in a Financial Services Company?

- Financial strength and a vast array of financial resources and products to serve the needs of your clients
- A business built on a solid foundation of relationships
- Commitment to providing a total support and reward system that helps you develop your entrepreneurial talents to grow a thriving practice
- Dedication to helping you give back and improve the quality of life in your community

At AXA Advisors, Financial Professionals approach business with a higher purpose — to enrich their communities by helping individuals and businesses develop customized investment, risk management and financial strategies.

## The Ideal Candidate

We seek talented people to grow with us, people who possess special attributes that afford them the opportunity to earn the respect and prestige of an AXA Advisors Financial Professional. The ideal individual will have:

- Achievement-driven goals
- A desire to help others
- A team-oriented focus
- Motivation to learn
- High integrity and professionalism
- Effective communication skills



# what we look for

To qualify, you should have a strong personal history of success. You should be results-driven, possess unequivocal honesty and integrity, and be motivated to helping others achieve financial independence. Having an educational background in law, accounting, banking, brokerage or executive management will be particularly useful, and an advanced degree and designation (MBA, JD, CFP®, CPA, ChFC)<sup>7</sup> are definite pluses.

## Why AXA Advisors Wants You

Generation Y is history's first "always connected" generation.<sup>8</sup> Not only this, but they appear to be on track to becoming the most educated generation in America's history.<sup>9</sup> AXA Advisors' commitment to helping people is a trend that is not only in line with our company's vision, but with the belief of other recent graduates, like you. Teaming with an organization that acknowledges and respects the unique attributes you bring to the table can lead you to a fulfilling position with an organization you feel comfortable with.

### note

Strong relationship-building skills are vital to your potential success as a Financial Professional.

<sup>7</sup> CFP® and Certified Financial Planner™ are certification marks owned by the Certified Financial Planner Board of Standards, Inc. These marks are awarded to individuals who successfully complete the CFP Board's initial and ongoing certification requirements.

<sup>8</sup> Pew Research Center, February 2010, *Millennials — A Portrait of Generation Next*; <http://pewsocialtrends.org/files/2010/10/millennials-confident-connected-open-to-change.pdf>.

<sup>9</sup> Ibid.

## We Believe In Teamwork, Hard Work and Rewarding Work

AXA Advisors' culture of diversity and inclusion is based on its rich heritage, colleague interaction and a strong tie between the sales force and headquarters. As part of a dynamic organization, Financial Professionals have access to divisional and branch education meetings and events, as well as opportunities to participate in sales campaigns, earn recognition, and attend national conferences. Colleague interaction affords opportunities for idea sharing, study groups and joint work in an environment that supports diversity and collaboration.

## Love What You Do

In the work-life of an AXA Advisors, LLC Financial Professional, a "typical day" is difficult to define. As an AXA Advisors, LLC Financial Professional, no two days are ever the same. Our Financial Professionals create their schedules based on the growth of their businesses, their professional development and their clients' ever-changing needs. Having the ability to multi-task and think independently is something our Financial Professionals are called to do on a regular basis.

### **Some of the responsibilities of an AXA Advisors, LLC Financial Professional include:**

- Partnering with other associates to develop your businesses and professional development
- Analyzing financial information obtained from clients to determine strategies, products and services to help clients meet their financial objectives
- Providing information/education to clients about the purpose and details of financial products, services and strategies
- Building and maintaining a client base, keeping client plans up to date and acquiring new clients on an ongoing basis
- Contacting clients periodically to determine if there have been changes in their financial status
- Providing knowledgeable, objective financial guidance and customized strategies to consumer segments that demand a high quality of service, such as entrepreneurs, families, executives, etc.





# here's some background

At AXA Advisors, we are committed to providing comprehensive training and development programs to assist new Financial Professionals in building their businesses effectively and efficiently from the very outset. Our candidate training curriculum is designed to provide the skills and tools to succeed regardless of prior professional or educational background.

Our experts have created an integrated training strategy that combines instructor-led programs, eLearning courses, field training and mentoring. As part of our overall commitment to your initial success, you will participate in a phased onboarding program.

## How to Get Started

### Licensing & Registration

Before you may execute a Preliminary Employment Agreement and become authorized to offer products, service and advice to clients, you must obtain the FINRA Series 7 registration and a Life, Accident and Health Insurance license. AXA Advisors will sponsor your pursuit of the required FINRA registrations.

## Training — Phase 1

Once you've obtained the necessary licenses and registration, you will execute a Preliminary Employment Agreement and begin your salaried training phase. You will be provided with time to study for the FINRA Series 63 exam. Our comprehensive training and onboarding program will supply you with valuable information designed to help you jump-start your career. In addition to your training salary, you will be eligible to receive commissions on approved business written during your training period, provided that you are duly registered, licensed, appointed, and approved to offer that product. Best of all, you will have the support of your manager as you navigate through your learning curriculum.

### Key training topics that are covered include:

- Product knowledge
- Operations
- Technology
- Compliance
- Prospecting

## Selling — Phase 2

Now you're ready to get started! Once the required initial training courses are successfully completed, you will move to a dedicated selling phase, in which your manager will work with you to help develop your sales and prospecting skills, incorporating mentoring, role-playing and hands-on experience. During this phase of the Preliminary Employment Program, you will begin to build your practice through marketing and sales visits with clients and prospects.

## Contracting

Once the required training and selling phase of the program has been completed, you are eligible to become a Financial Professional with AXA Advisors. Joining AXA Advisors with the licenses, registrations, and skills necessary will help you become a knowledgeable, first-in-class Financial Professional.





# compensation & benefits

Let's face it. You can't attract quality people with a second-best compensation package. As an AXA Advisors Financial Professional, you'll have the operational flexibility of an entrepreneur while being backed by the vast resources and marketing experience of one of the world's premier financial service organizations.

**We also offer an excellent benefits package for eligible individuals which includes:**

- health and dental coverage options
- vision care coverage
- stock purchase program
- pension and 401(k) plan (including a company-paid profit sharing feature)
- short-term and long-term disability income coverage options
- group term and optional group universal life insurance coverage

## **if selected, you'll enjoy:**

- competitive income potential
- generous compensation package
- base pay or full commission model
- financial planning fees (upon meeting proper licensing/credentialing requirements)
- potential bonus for eligible individuals

## Your Professional Growth

At AXA Advisors, training and development is a continuing process in which Financial Professionals build their businesses. We have an integrated training strategy that provides comprehensive knowledge and skills to support AXA Advisors' expansive offering of financial products and services. Training combines instructor-led programs, eLearning courses, licensing and certification, field training and mentoring. Plus, you will be personally coached and mentored by an AXA Advisors Vice President committed to each new Financial Professional's development. And while getting off to a great start is crucial, helping you to grow with AXA Advisors is something we are just as committed to. We have something called the "Career Path Tracks." This progression model is housed electronically so that you can take the initiative to grow professionally and develop as quickly or as slowly as you want. How's that for taking charge of your own future?

## Make an Impact

Helping people is what AXA Advisors, LLC is all about. We go into our communities and forge lasting relationships that can make a difference. For years, our Financial Professionals have taken the "human approach" to helping their clients safeguard their families' finances and plan for their futures. Our commitment to helping our clients define and meet their financial goals is an obligation that we take very seriously.

Making a meaningful contribution to your community and to this world is something we are all called to do, yet few answer. And what better way to make an impact than to choose a path where your talents and desire to help others are concentrated and able to flourish?



From a corporate perspective, AXA Group and its subsidiaries are committed to making an impact through charitable contributions to programs including the following:

## AXA Foundation

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The AXA Foundation is the philanthropic arm of AXA Equitable, directing the company's philanthropic and volunteer activities and working to improve the quality of life in communities across the country where AXA has a presence.

## AXA Achievement<sup>SM</sup>



The AXA Foundation's signature program, *AXA Achievement<sup>SM</sup>*, helps make college possible by providing access and advice. More than \$1.3 million in scholarships is awarded each year, making AXA Equitable one of the nation's largest corporate providers of scholarships. *AXA Achievement<sup>SM</sup>* is a comprehensive resource for information to help navigate the complex process of college selection, application, and financing.

## AXA Matching Gifts Program

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The AXA Matching Gifts Program gives AXA people the ability to direct the Foundation's contributions to the issues and commitments they feel are important.

The program is entirely Financial Professional/employee-driven. In 2010, the AXA Foundation matched \$1.7 million of contributions from AXA people to 2,757 charitable organizations nationwide.

## AXA Hearts in Action



AXA Group's worldwide community service program, committed to corporate citizenship, is active on every continent and in AXA offices around the world.



# the time is now

- Every day beginning January 1st, 2011, approximately 10,000 Baby Boomers will reach the age of 65. This rate will continue for the next 19 years.<sup>10</sup>
- In 2006, Baby Boomers ages 42 to 60 totaled an estimated 78.0 million, and comprised 26.1 percent of the total U.S. population.<sup>11</sup>
- In a retirement study, respondents considered the following to be major financial concerns:<sup>12</sup>
  - 51% — Having enough money for retirement
  - 46% — Having enough money to cover health-care-related costs
  - 37% — Protecting family in case of premature death/disability
  - 41% — Getting a good return on investment
  - 39% — Protecting assets

## The Place Is AXA Advisors

If you're driven by a long-term vision of success and want the best of both worlds — the spirit of an “entrepreneur” and the strength of a corporation — becoming a Financial Professional with AXA Advisors, LLC just might be the best and most exciting next step you could take in your professional life.

- A dedicated work ethic
- An “entrepreneurial spirit”

<sup>10</sup> Pew Research Center, December 20, 2010, *Baby Boomers Approach Age 65 — Glumly*.

<sup>11</sup> U.S. Census Bureau, 2006.

<sup>12</sup> 2010 American Retirement Study, Scottrade, March 18, 2010.



## notes

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook paper. There are no margins, text, or other markings on the page.





If you're interested in exploring your potential as an AXA Advisors financial professional, contact us:

Office of Financial Professional Recruiting & Onboarding

**AXA Advisors, LLC**

1290 Avenue of the Americas, 13th Floor

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[www.AXA-Equitable.com](http://www.AXA-Equitable.com)

Visit the following webpage to learn more about the AXA Advisors career opportunity and apply:

[www.axa-equitable.com/axa/careers/axa-advisors.html](http://www.axa-equitable.com/axa/careers/axa-advisors.html)



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