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Cetera Financial Institutions Welcomes Mainstreet Credit Union

Kansas-based credit union serving more than 56,000 members partners with Cetera to grow and deliver member-focused investment program

SAN DIEGO – February 11, 2024 – [Cetera Financial Group](#), a premier financial advisor wealth hub, announced that Mainstreet Credit Union has entered into a networking agreement with Cetera Financial Institutions to advance the delivery of its member-focused investment program, Mainstreet Retirement and Investment Center.

Mainstreet Credit Union was originally established as the Northeast Johnson County Teachers' Credit Union in 1953, founded and operated by a group of teachers passionate about helping educators with their finances. Today, their passion project has grown into a credit union with more than \$691 million in assets that serves more than 56,000 members out of 11 branches across the Kansas City metro area, as of May 1, 2024.

Mainstreet Retirement and Investment Center is led by advisors Dave Loftus, Sara DuBois and Mike Thornhill, seasoned financial professionals with a combined 67 years of industry experience between them. Both Loftus and DuBois have been providing these wealth management services to members of Mainstreet Credit Union for more than 25 years. Since Mainstreet Retirement & Investment Center will be a managed program, Loftus, Dubois and Thornhill will join Cetera as employees.

"We are pleased to welcome Mainstreet Credit Union and equally as proud to onboard Dave, Sara and Mike into the Cetera family," said LeAnn Rummel, president and CEO of Cetera Investment Services. "I consider us fortunate to partner with this caring group of people who share our common mission of serving others with excellence."

"It has been refreshing to find that Cetera Investment Services aligns so well with our culture of people helping people," said Mainstreet Credit Union President and CEO Bob Mayes. "From the very beginning, Cetera made it clear they would support our unique model, letting us conduct our investment business on our terms – all while providing a level of excellent service that is unparalleled. We're excited to see what we can accomplish together."

Cetera Financial Institutions is a community within Cetera Investment Services that supports the investment programs of over 450 banks and credit unions. Cetera Investment Services celebrated its 40-year anniversary in 2024, and with nearly 70 renewals signed through October 31, 2024, Cetera Financial Institutions' current retention rate is 99 percent for all institutions in its network as of that date.

[Click here](#) for more information about Cetera Financial Institutions.

About Cetera

Cetera Financial Group, which is owned by Cetera Holdings (collectively, Cetera), is the premier financial advisor wealth hub where financial advisors and institutions optimize their control and value creation.

Breaking away from a commoditized and homogenous IBD model, Cetera offers financial professionals and institutions the latest solutions, support, and services to grow, scale, or transition with a merger, sale, investment, or succession plan. Cetera proudly serves independent financial advisors, tax professionals, licensed administrators, large enterprises, as well as institutions, such as banks and credit unions, providing an established and repeatable blueprint for scalable growth.

Home to approximately 12,000 financial professionals and their teams, Cetera oversees more than \$545 billion in assets under administration and \$235 billion in assets under management, as of September 30, 2024. In a recent advisor satisfaction survey of nearly 35,000 reviews, Cetera's Voice of Customer (VoC) program vigorously measures advisor experience and satisfaction 24/7. Currently, it's ranked 4.8 out of 5 stars.

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"Cetera Financial Group" refers to the network of independent retail firms encompassing, among others, Cetera Investment Advisers LLC, a registered investment adviser, and the following FINRA/SIPC members: Cetera Advisors LLC, Cetera Advisor Networks LLC, Cetera Investment Services LLC (marketed as Cetera Financial Institutions or Cetera Investors), and Cetera Financial Specialists LLC. Located at: 655 W. Broadway, 11th Floor, San Diego, CA 92101.

Cetera Financial Institutions is a marketing name of Cetera Investment Services. Securities and insurance offered through Cetera Investment Services LLC, member FINRA/SIPC. Advisor services are offered through Cetera Investment Advisers LLC. Cetera is under separate ownership from any other entity.

**Investments are: *Not FDIC/NCUSIF insured * May lose value * Not financial institution guaranteed
* Not a deposit * Not insured by any federal government agency.**