



Your Evolution

Explore Your Options

For Advisors
Already in an OSJ

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Introduction

Joining an OSJ is often a smart move. The right structure can give you compliance support, operational backing, and a community that makes independence feel less isolating. But not every OSJ is the same. If you're questioning whether your current OSJ is meeting your needs, this guide will help you step back, identify what's missing, and think through what kind of partnership you want.

What to Consider When You're in an OSJ

Advisors who are already part of an OSJ often ask themselves:

- Do I get the compliance support I need, or do delays put me behind?
- Is the technology support robust, or am I left figuring it out on my own?
- Does the OSJ leadership balance fairly between all advisors, or does it feel like their own book takes priority?
- Am I encouraged to build and market my own brand, or pressured to operate under the OSJ's identity?
- Do I feel part of a supportive peer network, or does the culture feel competitive?



Options to Explore

When you're deciding what comes next, here are the paths to consider:

- **Stay with your current OSJ:** If the relationship still has potential, it may be worth clarifying expectations, renegotiating services, or addressing specific pain points before making a move.
- **Move to a different OSJ:** If your needs consistently aren't being met, switching OSJs can provide stronger compliance, better technology, and a culture that aligns with your values. A non-producing OSJ can be especially appealing, since its principals aren't competing with you for clients or acquisition opportunities.
- **Go direct with the broker-dealer:** For some advisors, stepping away from OSJ support and reporting directly to the BD may be an option. This route provides full autonomy, but it also means carrying the full weight of compliance, technology, and practice support on your own.



Questions to Ask Yourself

Use these prompts to clarify what matters most before making a change:

1. Which parts of my current OSJ relationship frustrate me most?
2. Do I feel like an equal partner, or like my business takes a back seat?
3. How important is brand autonomy to me and my long-term goals?
4. If I stay, what would need to change to make me feel supported?
5. If I move, what criteria will I use to evaluate the next OSJ?

Self-Assessment Scorecard

How to Use This Scorecard

Sometimes it's hard to step back and see the full picture of how your practice is supported. This scorecard gives you a simple way to translate what you're feeling day to day into something more concrete. Take a few minutes to rate each area and see where the numbers point you. It won't make the decision for you, but it can highlight whether your current structure is carrying its weight or whether it's time to explore new options.

Use this scorecard to rate how well your current structure supports your practice. Rate each area on a scale of 1–5 (1 = needs significant improvement, 5 = fully supports me).

Area	Questions to Ask	Score (1-5)
Compliance & Oversight	Am I getting timely, practical guidance that helps me stay ahead?	
Technology & Integration	Do I have access to tools that work together, with support when I need it?	
Leadership & Advocacy	Does OSJ leadership advocate for all advisors equally and represent our interests effectively with the BD?	
Brand Autonomy	Am I encouraged to build and market my own brand identity without pressure to conform?	
Culture & Community	Do I feel supported by peers and part of a collaborative culture, rather than a competitive one?	
Value of OSJ Support	Does the OSJ provide support I couldn't realistically get on my own if I went direct?	

How to interpret your scores:

- **24–30:** Your current OSJ may be a strong fit. Consider ways to strengthen the relationship further.
- **15–23:** Some gaps suggest it's worth evaluating other OSJs and comparing support.
- **Below 15:** A change may be necessary; explore whether a new OSJ or direct BD relationship would better support your practice.



Finding the Best Fit for Your Practice

If you're questioning your current OSJ, it doesn't mean you made the wrong decision. It means your practice is evolving, and your needs are changing with it. The important thing is that you have options. You can stay and work to improve the relationship, move to an OSJ that's better aligned with your goals, or return to a direct BD structure if full autonomy is what you want.

The right choice comes down to one question: which environment best supports the business you've built and the future you're working toward? Taking time now to compare your options will help ensure your independence feels supported, not compromised.



If this guide sparked questions, scan the code and schedule a quick call. We'll help you sort the next move.



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