



FOR IMMEDIATE RELEASE

First Southeast Investor Services of First Federal Moves to Sorrento Pacific Financial

Bank's Investment Services sister company chooses SPF for flexibility, client-centric model

SAN DIEGO – Sept. 20, 2011 – [Sorrento Pacific Financial, LLC](#), (SPF), a full-service broker dealer and Registered Investment Adviser providing customized investment, wealth management and insurance solutions to the financial industry, announces that it has entered into an agreement with First Southeast Investor Services (FSIS), a wealth management and broker dealer affiliate of First Federal bank, to provide all back office, trading operations, commission processing and more.

First Federal, founded in 1934 and owned by [First Financial Holdings, Inc.](#), has 66 branches throughout North and South Carolina and, with more than \$3.2 billion in assets, is the third largest financial institution headquartered in South Carolina. FSIS, also owned by First Financial Holdings, has 11 registered representatives and generates approximately \$3 million in annual revenue. FSIS President and CEO Tim Sease has managed the program since it was founded in 1995.

The bank's previous broker dealer partner underwent a change in strategic direction and could no longer support a bank with its own broker dealer affiliate. First Federal executives completed an intense and thorough analysis of several broker dealers before selecting SPF.

"We were primarily driven to find another firm that would match our client-centric business model," said Sease. "We looked at support and branding ability, but our primary focus was upgrading the level of service and technology tools we could deliver to our clients." The firm narrowed its list down to four broker dealers before deciding on SPF. "We reviewed our options, and when we saw how robust the [SPF platform](#) was, we knew we had found the right fit," said Sease.

SPF and FSIS conversion teams worked closely to ensure a smooth transition. Advisors were introduced to SPF's [web-based data management system](#), dataVISION®, and trained on all efficiency-producing tools. Now, with access to electronic client documents from anywhere with an internet connection, advisors can focus less on paperwork and more on client service.

Sease said, "SPF works right in line with our 'clients first' motto, and their vision, culture and core values really match us well. They continue to execute on that vision and we feel very excited about what our clients will experience with the new services and improved technology gained from this migration."

About Sorrento Pacific Financial Services, LLC

Established in 2005, [Sorrento Pacific Financial, LLC](#) (Member FINRA/SIPC) is a full-service broker dealer offering customized investment and insurance solutions, training and program development support to the banking industry and the independent channel. Headquartered in San Diego, SPF works with banks and independent advisors throughout the country, providing expertise in key areas including retirement services, wealth management, and fee-based and insurance products for both individuals and business customers, and provides a fully-electronic account management system for advisors. For more information, call toll-free 888.805.5585, extension 7910 or 4410, or visit www.sorrentopacific.com.

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