



# *News Release*

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## **CNL LAUNCHES EDUCATIONAL BLOG**

*-- New platform offers reliable information for financial advisors looking to learn more about alternative investments --*

(Orlando, Fla.) June 21, 2018 — CNL Securities Corp. has started a blog to help provide financial advisors clarity on the alternative investment industry as well as relevant practice management tactics to help grow their businesses.

This timely delivery of information speaks to CNL’s commitment to offering innovative solutions to help financial advisors best meet the needs of investors. CNL’s annual survey of financial advisors reports that advisors look to companies that offer alternative investments to provide convenient, client-approved education materials.

Similarly, the 2017 Global Survey of Individual Investors echoed a necessity for information on alternatives. The survey found that 60 percent of investors worldwide recognize the need to expand their portfolios beyond stocks and bonds, but a similar percentage say that alternative investments are simply too complex for them.

CNL Securities’ background and experience in navigating investing cycles over the last 35 years gives the company a unique perspective to provide credible, timely information to meet this need. All of the content will be approved for investors, so financial advisors can also use it as another educational tool for their clients.

New content will be posted bi-monthly to [cnlsecurities.com/blog](http://cnlsecurities.com/blog) and will cover a wide range of subjects related to alternative assets including real estate and private capital as well as practice management advice.

“There has never been more information accessible about alternative investments. While it’s great to have such a wide array of opinions, insights and background available, it can be hard for people to distinguish what sources are most legitimate,” said Gordy Wilhite, national sales manager. “Our goal is to provide reliable, concrete and digestible information for financial advisors looking to gain insight on specific topics to share either directly or indirectly with their clients.”

**About CNL Securities**

CNL Securities has created a distinctive product platform offering a variety of alternative assets to help financial advisors pursue their clients' financial goals. Since its inception in 1979, CNL Securities has raised more than \$18 billion in private and public offerings through the broker-dealer and institutional investment communities. For more information, visit [cnlsecurities.com](http://cnlsecurities.com). CNL Securities Corp. is a member of FINRA and SIPC.

**About CNL Financial Group**

CNL Financial Group (CNL) is a private investment management firm providing real estate and alternative investments. Since inception in 1973, CNL and/or its affiliates have formed or acquired companies with more than \$34 billion in assets. CNL is headquartered in Orlando, Florida. For more information, visit [cnl.com](http://cnl.com).

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