YOUR FUTURE BEGINS NOW

by Prudential
Meet LINK by Prudential

No one knows exactly what life has in store, but you can picture the milestones you’d like to achieve. Having a knowledgeable partner to help guide you can make the unknowns a lot less fuzzy. And those happy moments a reality.

With LINK by Prudential, what you want most may be closer than you think. Our new interactive experience connects you with financial guidance and solutions to help you get there.

YOUR ROADMAP

Financial Guidance for Your Future – Even When It Shifts

LINK by Prudential is a personalized experience that learns about what’s important to you and connects you with solutions and financial professionals to help you achieve your goals. No matter what changes come your way. LINK is flexible, giving you guidance throughout your financial journey. LINK rebalances, just as life does.
YOUR SOLUTIONS
Go Beyond Investing

Deciding what to do with your money isn’t easy, with all the priorities and responsibilities you have. We get it. That’s why, depending on what you’re trying to achieve, LINK offers more than just investing. We see connections across your financial life that some others may not.

INVEST TO ACHIEVE
Whether you’re zeroed in on retirement, college savings or other goals unique to you, Prudential’s managed accounts can help your money work smarter. Our professionally managed portfolios are built for where you want to go, take into account what you’ve already done, and respect the risks you don’t want to take. And they come with knowledgeable financial advisors ready to answer your questions, big or basic.

RETIRE WITH CONFIDENCE
If retirement is around the corner, wouldn’t it be nice to count on income, like the kind that can come from an annuity?

PROTECT YOUR FAMILY
What if something were to happen to you—would your family be taken care of financially? A LINK financial representative can help you safeguard the future of loved ones who define your world.

YOUR CHOICE
We’re Here for You
Phone, Video, Online, in Person

Setting off on a financial journey can lead to mixed emotions: hope and excitement, but also uncertainty about how complex and time-consuming managing your money can be. It doesn’t have to feel like calculus class.

We’ve designed LINK with that in mind—to provide a customized financial roadmap, and to do it in an easy-to-use way.

But sometimes you may have some hard questions about where or how to get there. No problem. LINK by Prudential is supported by a team of knowledgeable financial professionals. You can connect with our team members by phone, video or even in person.
With its accessibility and innovation, LINK by Prudential takes a modern approach to helping you plan your financial future. But we’re born from more than 140 years of Prudential helping people achieve their financial goals. That’s the kind of history families have counted on.