

Invest the Preferred Way

Who We Are:

Serving clients across the US for more than 15 years, Preferred Trust is a fully licensed, regulated, and audited financial institution headquartered in Las Vegas, Nevada. Operating as both an administrator and custodian of self-directed IRAs, we enable individuals to direct their own retirement strategies, personalize their investing, and grow tax-protected retirement wealth through self-directed alternative investments.

Focused on service excellence, alternative investment education, and building a like-minded alternative investment community, Preferred Trust has custodied over \$3.4 billion in alternative assets and served thousands of clients on their retirement journeys.

How We Help:

Our mission is to enable individuals to make sound alternative investments through guidance, support, advocacy, and education. In a nutshell, we help clients make the most of their self-directed IRAs:



Empower, Educate, & Inform

Expand your alternative investment knowledge through educational content like webinars, white papers, podcasts, and more.



Guide & Support

Confidently engage in transactions with a team of IRA experts in your corner. Our team will answer questions, offer guidance, and help you navigate the complexities of IRA investing.



Care & Personalized Service

Work with a team that takes the time to listen, understand, and respond in ways that exceed your expectations. (Our clients love us, and we love them, too!)



Fast, Efficient Processing

Enjoy proactive and swift transaction processing from a dedicated Client Service team. When it comes to financial transactions, we know that time is money.

What our Clients Say:



Speak with an
IRA Expert:



**PREFERRED
TRUST**

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