"Selfish advantage is married to selfless advantage." - writer

Selfish advantage:

Pleasure obtainable, free will obtainable, lack of harm obtainable, success probability by these three factors.

The absolute highest success probability by all three factors is determined in part by how high you can score concerning fairness (to unify all sentient life as your bodyguard - including unpredictable alien encounters occurring outside one's sphere of inference: too disconnected and too sudden to be predictable) and loyalty to as many niches as possible,
Because that is quantifiable objective motive to provide you with all three to within the highest threshold.

Unobjective people are less a threat than objective people.

There is also a threshold of coincidental environmental inheritance. Some are higher up on nature's totem pole than others. But pitting one's self, even if possible to get away with it, against other loyalties is pointless - especially if one is capable of entering nearly any target recognizance state that does not invade one's niche. Pleasure is subjective enough to be obtainable from many sources.

In the long term, one's success probability selfishly is as high as the combination of exactly four scores:
-loyalty culpability to one's self
-loyalty culpability to all sentient life (motive to assist, and to avoid invading you)
-loyalty culp to competing/cooperating/unaligned or neutrally aligned niches (motive to ally with you - because your track record is that you are effective with networking, and motive to avoid invading you)
-coincidental environmental positioning. The fortunes and misfortunes of chaos, such as unobjective people.

Since nobody can predict infinity, but the most collaterals are controlled for by the highest possible overall score, it always increases the probability of safety of free will, pleasure, and lack of suffering to have as high as possible a score by all four.