

A Research & Discovery
Report Developed for

**Company
Logo Here**
for Privacy

EXECUTIVE SUMMARY

This report contains findings and observations of the current marketing and sales landscape for Private Company. As a family-owned and -operated investment advisory and insurance services provider, Private Company offers the following categorized services to its clients: Investment Services, Tax Reduction Planning, Retirement Income & Distribution Planning, Family Wealth & Protection Planning, and Client Services & Communications. Private Company hired me (April Banta) to conduct preliminary research to determine where the Private Company brand falls within the overall industry, its staff, and its clients, as well as review existing marketing materials and messaging to determine how to maximize and focus these efforts. The information contained in this report is a reflection of my understanding of current processes and tactics.

The overall success of the current Private Company brand has relied almost solely on word-of-mouth. While some advertising and sponsorship media have been used, the majority of the brand is defined by its existing clientele. Private Company' individual planners are utilized as its sales force. Planners work client relationships and look for new opportunities as they organically present themselves. Private Company also has a client ambassador program where clients receive perks/exclusive event invitations for referring friends and family. On the surface, there does not appear to be an official process for lead generation or tracking progress, lending itself to a more passive approach to gaining new business. Additionally, there doesn't seem to be a strong link between marketing and sales.

Private Company typically caters to a higher net worth clientele, which can be defined as more than \$100,000 in yearly household income. While the majority of survey respondents were in the South Atlantic states (Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida), Private Company serves clients across the United States and has a strong base of clients in Mid Atlantic (New York, New Jersey, Pennsylvania). Based on survey respondents, the median age of Private Company clients is in the 60s. As older clients enter the final stages of life, it will be critical to either secure more older clients and/or engage a younger population to sustain the business.

And, while Private Company operates within a commodity marketplace, it does seem to have a niche within it. As a small, family-centric firm, Private Company is in a unique position to profoundly connect with its clients.

COMPANY PHILOSOPHY & CULTURE

This can be summed up in two words: family first. From its inception, Private Company's advocacy for the family and each of its individuals defines their philosophy. This concept resonates across the board on all four surveys, staff and clients alike.

Private Company helps client families plan for a lifetime. By providing lifelong financial services through a superior level of personal service that enhances long-term financial success, Private Company demystifies wealth management and life choice planning.

EXISTING MARKETING MATERIALS

The following materials were provided for review: Office Map, Recognitions Handout, Staff Directory, New Client Information Packet, Plan for a Lifetime Flyer, Plan for a Lifetime Process Flyer, Directory of Concierge Services Flyer, Family Story Flyer, Guiding Principles Flyer, Record Retention Flyer, Welcome Letter(s), and new Website.

The fundamental messaging on the above materials is strong. There is some redundancy that could be removed, but with some moderate editing, the message can be tailored to tell a stronger story that walks potential clients down the path in a more succinct method with fewer pieces likely required.

There is a disconnect between the visual elements (or lack thereof) and the family first philosophy. This should be incorporated into the design to create a visual connection between what's being said and what a potential client sees.

TARGET AUDIENCE

The primary target audience includes the following: extended family members and friends of existing clients. The secondary target audience includes: local families with more than \$100,000 in yearly income.

**A more defined target can be achieved with access to more detailed demographic information on current clientele.*

COMPETITIVE ANALYSIS

Private Company operates within a commodity marketplace. The Bureau of Labor Statistics projects a 30% increase in financial advisor positions over the next 10 years, much faster than the average for all occupations. This can be interpreted as both good and bad. The good: market longevity. The bad: a fiercely competitive marketplace vying for clients. From the financial giants like Wells Fargo and Merrill Lynch, to the local firms and CPAs, there are numerous options available to consumers. Distinguishing Private Company from the competition has never been more important.



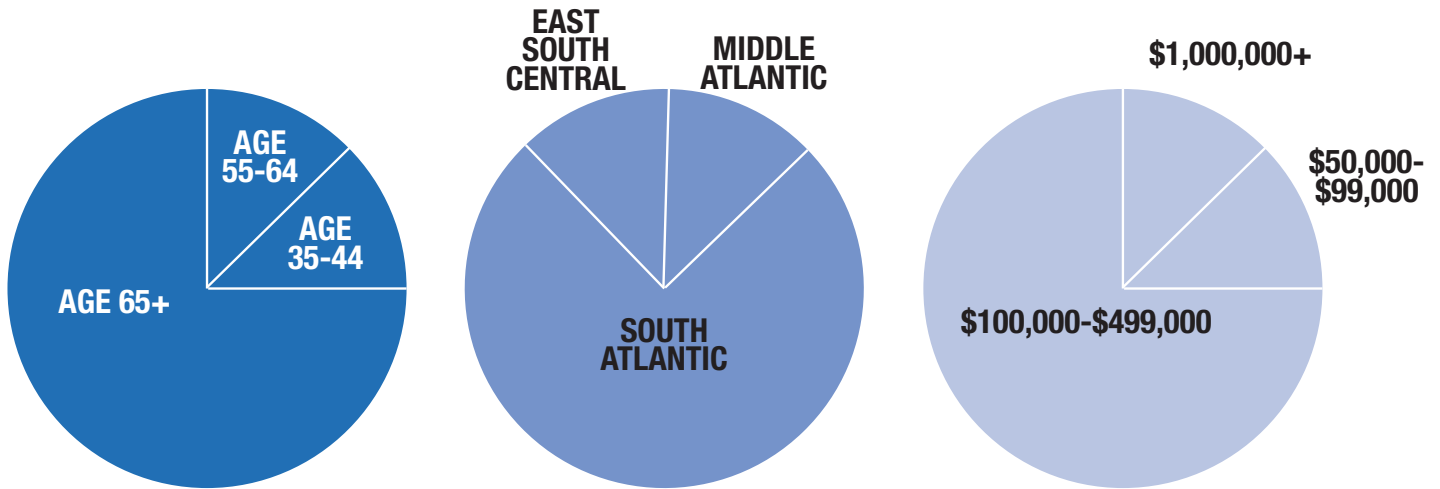
BUYER MOTIVATION

While there are many reasons why consumers decide to engage with a professional financial advisor, there are a few that trigger action more than others. The biggest reason people do business with Private Company is by referral. A friend or family member makes the recommendation and Private Company delivers on its promise to take care of the family. Major life transitions also trigger action, including: getting married, having children, taking care of parents, starting your own business, sickness or disease, retirement, among others. A lack of confidence and/or anxiety of an uncertain future can be a big motivator, too. How prepared are you to handle a financial crisis? A need for surgery? Putting your child through college? Losing a job? Or any other money-draining circumstance? These three areas should be the focus for motivating new clients to hire Private Company.

SURVEY RESULTS

Overall, both staff and clients hear the family first message. Below are survey elements with statistical relevance.

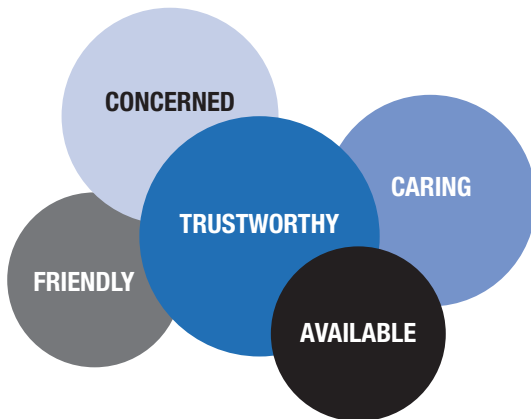
CLIENT SURVEY RESULTS



WHAT IS YOUR PERCEPTION OF THE BRAND AND WHAT IT REPRESENTS?



DEFINE THE BRAND WITH THREE DIFFERENT ADJECTIVES.



WHAT MAKES PRIVATE COMPANY DIFFERENT FROM OTHER FINANCIAL PLANNING COMPANIES?

- 63% MENTIONED FAMILY
- 38% MENTIONED PERSONAL
- 25% MENTIONED CARING

WHAT ARE THE TOP THREE REASONS YOU DECIDED TO DO BUSINESS WITH PRIVATE COMPANY?

- REFERRAL
- I FEEL LIKE I MATTER
- ACCESSIBILITY
- SERVICE

HOW HAS THE COMPANY HAD THE BIGGEST IMPACT ON YOUR FINANCIAL WEALTH?

- 50% CONVEYED A 'SECURE FUTURE' SENTIMENT
- 38% CONVEYED A 'GOOD ADVICE' SENTIMENT
- 25% CONVEYED A 'FINANCIAL GROWTH' SENTIMENT

EXECUTIVES SURVEY RESULTS

All eight respondents have been with Private Company for more than five years. In general, Private Company brand perception among the executive team is scattered. However, a few common sentiments presented themselves among them. The same is true for what differentiates Private Company from the competition. I would challenge the executive team to think beyond service, trust, and experience. These are not differentiators. Sure, Private Company may do these better than the competition, but these are baseline requirements for doing business with clients.

Based on survey responses, there appears to be an element of inconsistency across the board within the executive team. From how each team member phrases information, to the lack of statistical relevance between answers, meaning there didn't appear to be a resounding sentiment on several answers. Additionally, it's important to note the ambiguous nature in the acquisition goals. These are less likely to increase revenue than a clearly defined plan to achieve goals. One executive commented that the word goal is ambiguous. By example, the executive team does overwhelmingly consider retirement-age consumers to be the easiest to secure, but there is no consistency with respect to asset level. I would expect the team to articulate a revenue goal and the target assets in a similar manner when goals are clearly defined.

WHAT IS YOUR PERCEPTION OF THE BRAND AND WHAT IT REPRESENTS? HOW DO YOU THINK CLIENTS PERCEIVE THE BRAND?

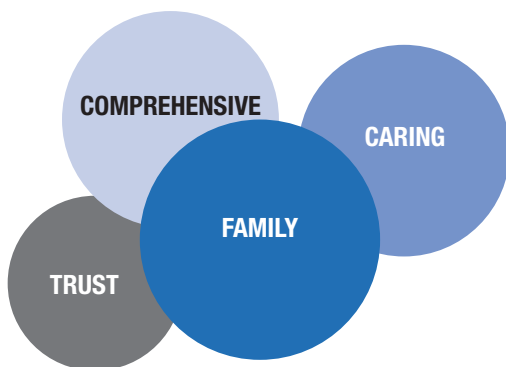
6 OF 8 MENTIONED FAMILY
3 OF 8 MENTIONED GENERATIONAL
3 OF 8 MENTIONED COMPREHENSIVE SERVICES
3 OF 8 CONVEYED A CARING SENTIMENT
1 OF 8 FELT COMPANY DIDN'T HAVE A BRAND

Clients haven't made a generational connection in their perception of the brand, and 88% haven't made a connection with comprehensive services.

WHAT DIFFERENTIATES US FROM OTHER FINANCIAL PLANNING COMPANIES?

- 63% MENTIONED FAMILY
- 38% MENTIONED COMPREHENSIVE PLANNING
- 33% MENTIONED PERSONAL

DEFINE THE BRAND WITH THREE DIFFERENT ADJECTIVES.



6 OUT OF 8 KNEW THE EXACT TAGLINE 100% KNEW THE TAGLINE WAS ABOUT FAMILY

DO YOU KNOW WHAT THE 2016 CLIENT ACQUISITION GOALS ARE?

- 3 OF 8: \$50M IN NEW ASSETS; 5% INCREASE IN GROWTH
- 2 OF 8: 10-20% AUM GROWTH
- 1 OF 8: GROWTH, 20% WOULD BE FABULOUS
- 1 OF 8: SAID YES TO HAVING GOALS BUT DIDN'T EXPLAIN THEM
- 1 OF 8: SAID NOT AS A TOTAL GROUP

My observations are based on the assumption that 10% is likely the hard-line goal with 20% being the push/stretch goal. With \$1B+ in assets, 50% of the executive team notes a 5% increase as the goal and 33% agree on a 10-20% goal. The range between 5% and 20% is significant. The approach for 5% growth would be notably different than for 20% growth. Additionally, it's important to know what 10-20% translates into with respect to the number of clients. No doubt, one large client can come in and crush that percentage, but what does it mean as it relates to the sweet spot for clients. This information can be used to properly incent and develop goals for the sales team. Without a clear, defined set of goals, it is difficult to track revenue progress, uncover process and employee gaps/inadequacies, and ultimately grow revenue.

WHAT TYPE OF CLIENT IS THE EASIEST TO SECURE (AGE, INCOME, CITY, ETC)?

- 5 OF 8 MENTIONED RETIREMENT-AGED CONSUMERS
- 2 OF 8 MENTIONED ASSET SIZE, WITH A \$1M & \$2M BASELINE
- 1 OF 8 MENTIONED ASSET SIZE, WITH A \$2.5M & \$25M RANGE
- 1 OF 8 MENTIONED ASSET SIZE, WITH A \$500,000 BASELINE
- 1 OF 8 MENTIONED CONSUMERS IN 2ND MARRIAGES AT ANY AGE
- 1 OF 8 MENTIONED NOT USING DEMOGRAPHICS BUT USING MINIMUMS

With a wide variety in responses, this too shows that the management team is either not on the same page or the low-hanging-fruit analysis hasn't been done. With identified minimums, we can use these to focus efforts. This doesn't mean we won't pick other fruit, we just won't focus on it.

EXECUTIVES SURVEY RESULTS

The questions and answers below provide some interesting information and can be utilized in planning and developing Phase 2 Strategy & Tactics.

WHAT ELEMENTS OF THE BRAND DO YOU BELIEVE TO BE SUCCESSFUL? WHAT COULD USE MORE WORK?

Our experienced caring advisors and team members make us successful.	Our logo is weak, our thinking is old fashioned.
Serving family, comprehensive work...best in class of service offerings.	Could use more work: consistency of output and comprehensive A client services.
Next generational discussions.	How to communicate some of the intangible benefits of working with us - managing money is important but a "commodity" - how do we get this across to someone who has not experienced our services, and how do we prep our clients to share this information easily and communicate who we work best with and that we are taking on new clients.
Our planning and planners are top-notch.	We need a way to bring in more clients.
The brand stands for family but our website until recently was not set for this.	We also need a better brochure to promote the practice for assoc. planners.
I think people get the family aspect. Intangibles of comprehensive financial planning harder to get a handle on.	We need to work on (and are working on) a more consistent client experience. We have 5 original partners each doing things there own way. It is difficult to change the habits of several decades.

WHAT DO YOU BELIEVE WOULD HELP GROW THE BRAND?

- Being more "out" in the community and letting others know what we do and why we do it.
- More turnkey experience for client.
- More concise value story from all team members and clients, looking at what we are doing now and improving areas we think are working (i.e. community work, educational sessions, client connections, etc.).
- We have tried so many avenues some successful, some not, I am open to new ideas to brand us.
- Walking the talk.
- An expert telling us what we need to do to attract and retain clients; not us thinking we know how to do everything including marketing.
- Financial workshops, focused and documented approach -- people, people, people -- Service360 could help but still needs to be embraced by leaders.

WITHOUT CONSIDERATION OF COST, WHAT IS THE MOST OUTRAGEOUS THING WE COULD DO TO BRING IN NEW CLIENTS?

- Offer concierge service of some nature....hire concierge service person....enhance CPA or legal services, have an apartment available for visiting family members to meet with us.
- Certainly something we can do connecting our clients and their network of friends/family - community endeavors.
- Television/newspaper ads, hiring Associate planners who want to bring in clients to grow practice while learning company philosophy.
- Public advertising in the newspaper.
- Well thought-out, well-executed events for clients and a guest. Not the same thing everyone else is doing; not having 10 good ideas and only implementing a few.
- Client referral dinners as well as the once a year client nite that has not happened locally for a bit. How about we teach assoc. planners how to ask for referrals!
- Radio or TV, financial seminars, have systems and people in place to handle business.

SALES SURVEY RESULTS

All but one knew the tagline; the one respondent that didn't get it exact used 'family comes first,' showing a fundamental understanding of the tagline/philosophy. All but one of the sales team have no idea what the 2016 client acquisition goals are; with one respondent stating 50 new clients through referrals. This response doesn't correlate with the executive team answers.

WHAT IS YOUR PERCEPTION OF THE BRAND AND WHAT IT REPRESENTS?

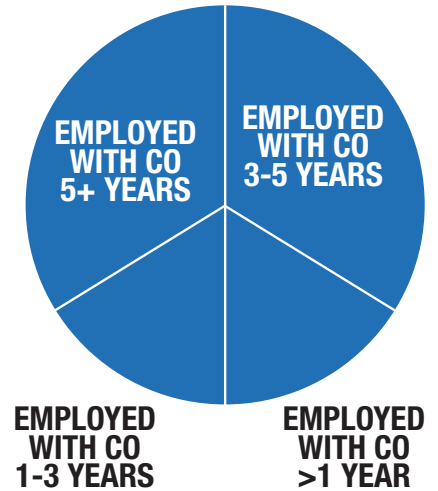
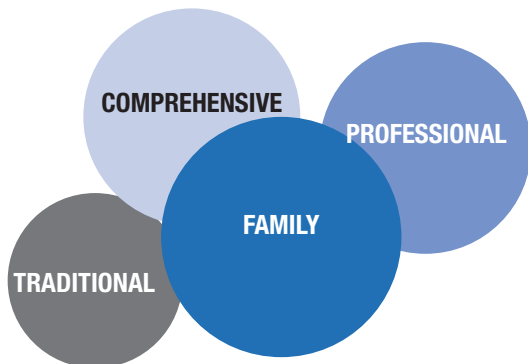
There were no clear commonalities in perception or differentiation.

QUALITY AND INTEGRITY
GENERATIONAL GUIDANCE FOR FINANCIAL SUCCESS
PERSONAL APPROACH, CARING, COMPASSIONATE AND PROFESSIONAL
COMPREHENSIVE FINANCIAL PLANNING
STRONG LOCAL PRESENCE, COMMUNITY INVOLVEMENT, PROFESSIONALISM, AND PERFECTION

HOW DO YOU THINK CLIENTS PERCEIVE THE BRAND?

- 3 OF 6** MENTIONED FAMILY
- 2 OF 6** MENTIONED HONEST
- 1 OF 6** MENTIONED TRUST
- 1 OF 6** MENTIONED CARING

DEFINE THE BRAND WITH THREE DIFFERENT ADJECTIVES.



WHAT DO YOU THINK MAKES US DIFFERENT FROM OTHER FINANCIAL PLANNING COMPANIES?

100% CONVEYED A SERVICE SENTIMENT

There were a few answers that included similarities to the executive team answers, but overall the sales team believes that the superior level of service differentiates Private Company from the competition. Again, I would challenge that line of thinking. That's not to say that Private Company isn't providing a superior level of service. I simply encourage the discussion for a more unique differentiator than service. Additional thoughts that mirrored executive feedback included: family and comprehensive approach.

WHY DO CLIENTS DECIDE TO BUY FROM US? LIFE EVENTS? AGE? INCOME? CITY? SERVICE? PRODUCT OPTIONS? ETC.

- **3 OF 6: TRUST**
- **2 OF 6: DIDN'T ANSWER THE QUESTION**
- **2 OF 6: LIFE EVENTS**
- **1 OF 6: REFERRAL**
- **1 OF 6: PRODUCT OPTIONS, FIRM LONGEVITY, & LOCATION**

Here's where 50% of the sales team gets it. The number one adjective provided by client respondents was trust. Of note, two respondents didn't answer this question, which likely means they don't know what motivates a client to buy. This may or may not correlate to productivity levels compared to those who understand client motivation. There's an opportunity for coaching and growth here.

SALES SURVEY RESULTS

The questions and answers below provide some interesting information and can be utilized in planning and developing Phase 2 Strategy & Tactics.

WHAT DO YOU BELIEVE WOULD HELP GROW THE BRAND?

Clear and defined growth strategy.	Outside lead sources.	Better marketing.
More consistent messaging of the brand/tagline in all communications.	Education seminars to key groups - make it a series and keep the momentum going.	Spending more time building the relationships with family members out of town.
Bringing family members together or employee groups together.	Large client/prospect events	Advertising, sponsorship, create more name recognition.
Increased presence in the community.	There seem to be lost opportunities to communicate brand in blast emails and other communications.	More exposure to the community of who we are and what we do, our story.

WITHOUT CONSIDERATION OF COST, WHAT IS THE MOST OUTRAGEOUS THING WE COULD DO TO BRING IN NEW CLIENTS?

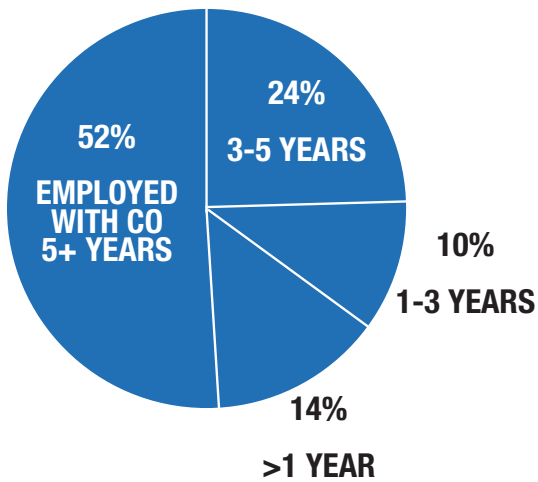
- Don't need to do anything "outrageous" but does take time to develop culture and incentives are important for everyone to be onboard.
- Take all referral-appropriate clients on a lavish/classy outing with their referrals and secure the business thereafter.
- Communicate our story and create name recognition through radio or TV ads. An aggressive event schedule of client plus guest events.
- Our clients are our best source of new clients, we have such great relationships that word-of-mouth goes a long way. Social gatherings are a great way to introduce new people, these should be something fun, engaging and intimate. A night at the Phil, a cooking class, painting & wine night, visiting clients in their home towns, family meetings in a fun location, etc.
- Acquisition of other RIAs looking to sell their practice.
- Advertising within local publications. Sponsoring more events. Partnering with other professionals and creating a referral network program.

STAFF SURVEY RESULTS

Overall, the large majority of the staff understand the family-first philosophy. It's encouraging that lower-level staff feel a connection with the brand that executive management has built. There are a variety of interesting and creative ideas among this group. They embraced the 'without consideration of cost' concept. And, while many of the ideas may not be realistic, there may be a way to incorporate an element of the outrageous into a more attainable tactic.

68% KNEW THE EXACT TAGLINE

14% KNEW IT WAS ABOUT FAMILY



WHAT IS YOUR PERCEPTION OF THE BRAND AND WHAT IT REPRESENTS?

59% MENTIONED FAMILY

36% ARTICULATED A LIKE/SUPPORT OF THE BRAND

2 RESPONDENTS MENTIONED A YOUNGER CLIENT NEED

HOW DO YOU THINK CLIENTS PERCEIVE THE BRAND?

This question is not of statistical importance. That's to say it will have little or no impact on brand-perception decision making due to the majority of respondents not working directly with clients. As expected, most of the responses were similar in nature to the adjectives they used to define the brand from their point-of-view: family, care about clients, service, etc.

WHAT DO YOU THINK MAKES US DIFFERENT FROM OTHER FINANCIAL PLANNING COMPANIES?

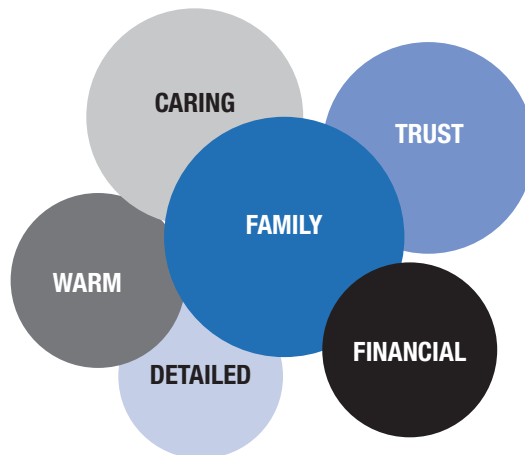
45% CONVEYED A SUPERIOR-SERVICE SENTIMENT

41% CONVEYED A FAMILY-CENTRIC SENTIMENT

23% MENTIONED STAFF

18% CONVEYED A PRODUCT-OFFERING SENTIMENT

DEFINE THE BRAND WITH THREE DIFFERENT ADJECTIVES.



STAFF SURVEY RESULTS

The questions and answers below provide some interesting information and can be utilized in planning and developing Phase 2 Strategy & Tactics.

WHAT DO YOU BELIEVE WOULD HELP GROW THE BRAND?

Continue to reach out to the community to spread the word of our service.	Reaching out beyond existing clients, getting our name out in the community.	Advertising in the newspaper rather than high end magazines.
More visual exposure within high-end circles.	Continued effort to be involved in the community.	Increased Awareness / Exposure to other avenues ie. social media.
Convergence of tax services into the company (Increased financial planning tactics from an accounting standpoint).	Increased competency of staff members and their job-related responsibilities.	Improved marketing techniques with respect to capturing referrals and converting them to sound clients (rather than just one-off fee-based services).
More marketing.	Advertisement	More clients.
More seminars , client events -invite clients to bring family and friends.	Need focus on identify our client base (segment it) and then identify which products and services we are going to commit to delivering to that specific type of client and then follow through.	Family oriented events, education seminars, any event that involves the family of clients, referral events, focused on the type of clients we would want to attract.
A more professional office environment. More professional, educated staff.	Continuing doing what we are doing...sponsorships, getting our name out there.	Capability operationally to take on not only more but larger assets.
I think what we do on a daily basis is a good start as we see elderly clients who bring their friends and family members in to experience the family driven firm, willing to help out any way that we can.	More contact with children of clients. So that when the time comes to begin investing, they don't even think of shopping around for a financial advisor - they pick up the phone and schedule an appointment with their family's trusted advisor.	I think there should be more consistency. Statements/ Sentences at the end of each letter, guidance in style and approach, the way we end phone calls, reiterating our brand every time we touch a client.

STAFF SURVEY RESULTS

The questions and answers below provide some interesting information and can be utilized in planning and developing Phase 2 Strategy & Tactics.

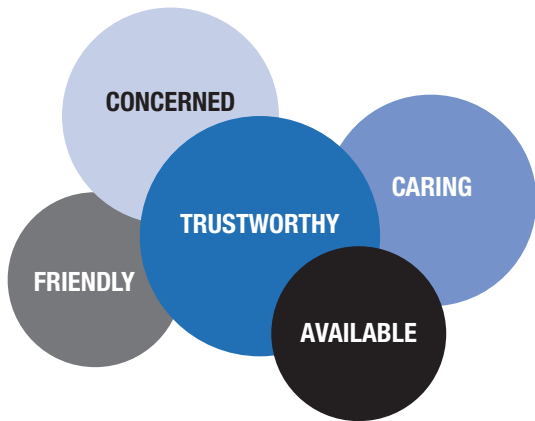
WITHOUT CONSIDERATION OF COST, WHAT IS THE MOST OUTRAGEOUS THING WE COULD DO TO BRING IN NEW CLIENTS?

- Free investment and financial planning for one year.
- Doing an open house and inviting people to come and see what we are all about.
- I completed my survey yesterday. But, this morning, I thought of a couple more things regarding this topic that I'd like to mention. I think when we have client events that we could be a little more innovative, perhaps a little more stylish or sophisticated. I think our venue that we use is a little outdated. Perhaps it's acceptable for our current clients, but as far as impressing new clients, and being exciting/fresh...I think we fall a little short. Perhaps we need a design/party planning team. I think it's unfortunate that we have a staff of highly creative people whose talents aren't being used on events.
- I'm not sure about outrageous...but some ideas that I've had is...increasing consistency. For example, last year we rolled out the 'Gift of Financial Planning' I'm not sure if we sold any at all. But it is a great idea! I think if we offered it every year, it would build on itself. Maybe people would plan ahead for it as a gift. I also think with an aging client base that we should be focused on getting to know the children earlier on - so that we don't lose accounts when the client dies and the beneficiary inherits the accounts. I think having educational seminars is great. And it's wonderful to be able to invite guests. We could do them more often. Or offer online. I think planners should be networking, and there should be training for staff on how to talk about our firm in a way that promotes our brand and generates interest. Regularly asking clients for referrals. Or at least being sure that clients know that we are accepting new clients. Our advisor team is so knowledgeable - it would be great to share our expertise. Writing for the paper or online, maybe a radio show where people could call with questions - gear it toward people building their wealth, income planning, etc. Find a way to work with younger people, teaching them how to set up their financial lives for success that can out last their own life. - including the children of our clients. Look at guiding the generations. Suggestions to parents on how to raise children that know how to handle money- actually that would be a great thing to bring guests to! Offer educational clinics to companies to educate their employees - you could be selective about the type of industry to be sure we would be offering to the right type of clients.
- I have a few ideas... but I doubt anyone would actually agree with them and follow thru. So, based upon what I've seen thus far... I would like to see more client seminars. However, its should entail better demographics with respect to the topics covered. In addition, a more high-end venue should be chosen.
- A unique event that is upscale where the client leaves saying WOW.
- Have an advisor/assistant team that works solely with the children of clients - help them learn the basics of saving, investing, budgeting, etc. When the time comes to transition from "student" to client, a strong relationship has already been established...a client for life!
- TV commercial
- Advertise for new clients outside of a referral only network.
- Commercial spots on radio and national television channels at prime slots for key demographic; sponsor high-end events (golf tournaments, fashion shows, fundraisers like the Winter Wine Festival, etc.).
- Free weekends at upper scale hotels in the area.
- Referral Dinner at a place few would attend...offer entertainment and focus on those clients you would welcome a referral...also have events for senior clients and grown children so the next generation would know who we are.

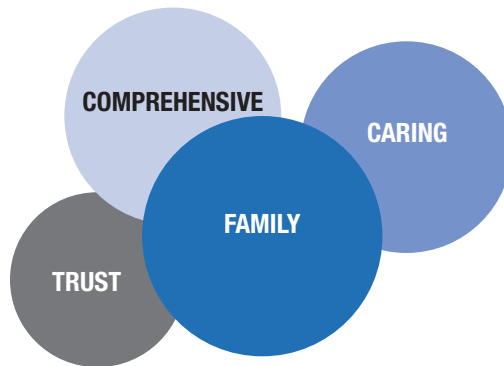
STATISTICAL SIGNIFICANCE IN OVERLAP

In all staff segments, family was named more than any other adjective. Trust and caring is a shared sentiment by clients, executives, and general staff.

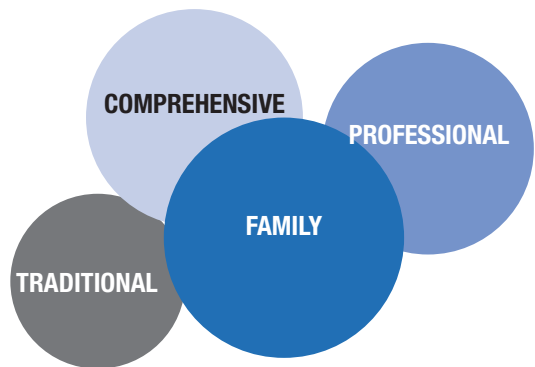
CLIENTS DEFINE THE BRAND WITH THREE DIFFERENT ADJECTIVES.



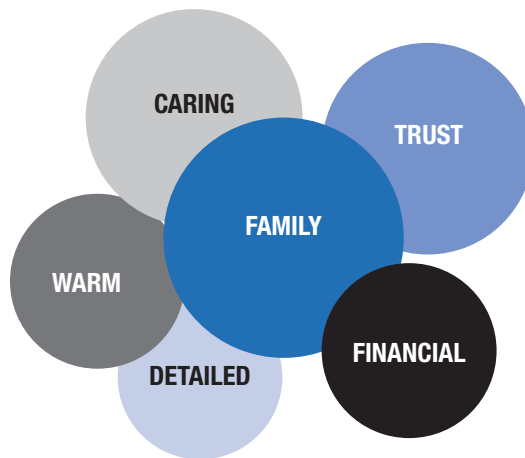
EXECUTIVES DEFINE THE BRAND WITH THREE DIFFERENT ADJECTIVES.



SALES DEFINE THE BRAND WITH THREE DIFFERENT ADJECTIVES.



STAFF DEFINE THE BRAND WITH THREE DIFFERENT ADJECTIVES.



STATISTICAL SIGNIFICANCE IN OVERLAP

Family is a shared sentiment by clients, executives, and general staff in both their perception of the Private Company brand and what makes it different. If we make the assumption that the service sentiment mirrors the term personal, it's reasonable to conclude that this is considered a differentiator across all groups. While this is clearly a critical point for the business, it should be kept close to the vest for how Private Company conducts business, but let's think beyond service as what distinguishes us from the competition. Additionally, with the lack of common ground among the sales team with respect to their perception of the brand, it's difficult to correlate statistical relevance between this group and the others. This is neither good nor bad, it's just statistically incompatible.

WHAT MAKES PRIVATE COMPANY DIFFERENT FROM OTHER FINANCIAL PLANNING COMPANIES?

CLIENTS

- 63% MENTIONED FAMILY
- 38% MENTIONED PERSONAL
- 25% MENTIONED CARING

EXECUTIVES

- 63% MENTIONED FAMILY
- 38% MENTIONED COMPREHENSIVE PLANNING
- 33% MENTIONED PERSONAL

SALES

- 100% CONVEYED A SERVICE SENTIMENT

STAFF

- 45% CONVEYED A SUPERIOR-SERVICE SENTIMENT
- 41% CONVEYED A FAMILY-CENTRIC SENTIMENT
- 23% MENTIONED STAFF
- 18% CONVEYED A PRODUCT-OFFERING SENTIMENT

CLIENTS

WHAT IS YOUR PERCEPTION OF THE BRAND AND WHAT IT REPRESENTS?

LONG TIME FAMILY OWNED COMPANY

COMPETENCE AND INTEGRITY

A COMPANY ONE CAN TRUST

DEDICATED PEOPLE WHO CARE

QUALITY SERVICE

EXECUTIVES

WHAT IS YOUR PERCEPTION OF THE BRAND AND WHAT IT REPRESENTS?

6 OF 8 MENTIONED FAMILY

3 OF 8 MENTIONED GENERATIONAL

3 OF 8 MENTIONED COMPREHENSIVE SERVICES

3 OF 8 CONVEYED A CARING SENTIMENT

1 OF 8 FELT COMPANY DIDN'T HAVE A BRAND

STAFF

WHAT IS YOUR PERCEPTION OF THE BRAND AND WHAT IT REPRESENTS?

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SALES

WHAT IS YOUR PERCEPTION OF THE BRAND AND WHAT IT REPRESENTS?

QUALITY AND INTEGRITY

GENERATIONAL GUIDANCE FOR FINANCIAL SUCCESS

PERSONAL APPROACH, CARING, COMPASSIONATE AND PROFESSIONAL

COMPREHENSIVE FINANCIAL PLANNING

STRONG LOCAL PRESENCE, COMMUNITY INVOLVEMENT, PROFESSIONALISM, AND PERFECTION

CONCLUSION

In a world where “what’s in it for me” is not just at the forefront of every buyer’s mind but also the primary motivator for action, gaining traction in a commodity market space is complicated to say the least. Add to it the number of options available to consumers in any given industry, finding a needle in a haystack has become finding a needle in pile of needles.

So, where do consumers start when they want/need a financial planner? Let’s just say, the buck stops here, literally. Private Company has done a remarkable job of building a loyal client base that understands the heart of the company; family first. And, of the vast majority out there, Private Company is uniquely positioned to rise above the clutter.

First, let’s take a look at some of the messaging in play from the larger, well-known financial planning giants:



From a Conversation to a Relationship | At Merrill Lynch, your financial advisor focuses on the things you care about most— family, goals and priorities – even as they change over the years.

We became big by not acting that way.
Discover all the things Edward Jones does in a big way.



30 Years of Retirement? Living longer and living better largely depends on taking steps today to prepare for your financial well-being tomorrow.



Similar sentiments run rampant within the industry, even with these large, lesser known financial planning companies:

- **Wescott Financial Advisory Group:** Wescott Financial Advisory Group is a client-driven, independent wealth management firm that delivers expert financial guidance to fulfill your ambitions.
- **Creative Planning:** Welcome to Creative Planning. As a nationally recognized leader in the wealth management community, we are focused on providing clients with customized investment plans and comprehensive wealth management services.
- **Sanderson Wealth Management:** Our approach is a personal one. It’s a philosophy that makes you more of a partner in your wealth management, rather than simply a client. We believe in being transparent in everything we do, so you will always have full knowledge of the actions taken on your behalf.
- **Fiduciary Financial Services Wealth Management:** Our company is built on a philosophy of providing service that strives to exceed clients’ needs and expectations.

Most companies are (or say they are) client-driven, provide personal service, and offer a comprehensive solution. This is exactly why these attributes are not differentiators. These are attributes that are required to actively compete. We want to do more than actively compete.

And then there was one; a shining star, a beacon of hope. Check out Matter. Family Office (www.matterfamilyoffice.com). These guys are actively trying to differentiate themselves through meaningful messaging, powerful imagery, and the same commodity services available at every financial planning competitor.



Welcome to Matter. As one of the largest independent family offices, we represent over \$5 billion in net worth for families across the U.S. We are thought partners, strategists, sophisticated investors, and a resource for your family all rolled into one highly focused team of experts. We manage every detail of your financial world so you can choose how you spend your time enjoying life's journey. Helping families understand, build, and sustain wealth. Exclusively family-focused, Matter is committed to helping families preserve, nurture, and grow their wealth.



Of all the companies out there, being a family-owned and -operated firm with a focus on helping other families is what sets Private Company apart from the competition. In order to sustain and grow the business as it moves to serve the next generation, Private Company will need to bring on additional clients, organically and through prospecting/acquisition. Developing and implementing a more structured, focused, and consistent approach to sales and marketing will cultivate an environment for faster growth and help evolve the brand into something that all groups will connect with immediately and articulate collectively.

NEXT STEPS

Begin Phase 2 Marketing Strategy & Tactic. This phase includes: developing a key differentiator, positioning platform, marketing strategy/plan, and tactics. Once the plan is approved and ready for execution, we can begin to map out how to communicate the information to staff at all levels.

Based on the findings and observations in this report, it is likely we will need to discuss modifying Phase 3 to consider including time and energy spent on developing a more defined sales process. Two areas will provide stronger opportunities for growth in 2016 and beyond:

- **New Client Sweet Spot:** Demographically quantify target audience (executive responses ranged from \$500,000 in assets to \$25M in assets, with client respondents fitting within the \$100,000-\$500,000 range). This gap needs to be closed so we can work more efficiently toward a common goal and identify appropriate marketing/sales channels for adding new clients.
- **Define AUM Growth into Sales Goals:** This information can be used to properly incent the sales team and hold them accountable to specific, actionable client acquisition goals. This makes it possible to track revenue progress and uncover process/employee gaps.