

EQUITY MANAGEMENT SYSTEM



FP TRANSITIONS[®]

BUILDING A BUSINESS OF ENDURING AND TRANSFERABLE VALUE

There comes a point in every practitioner's career when it becomes necessary to shift from the role of an entrepreneur to that of a business owner. When it's time to transfer your clients and their trust to the next generation of advisors, will you be ready?

In recent years advisors have discovered that the equity, or value, they've built in their financial practices has steadily grown into the largest and most valuable asset they own. It is also the one asset that they exert a significant measure of control over. Equity management and the Equity Management System (EMS) is all about taking control of the value you've built and making it work for you throughout the course of your career, not just at the end.

Managing equity is not about retiring, at least not in the traditional sense – it's about controlling your end game strategy and protecting what you've spent your life building.

The Equity Management System (EMS) is an advanced collection of tools and services offered exclusively by FP Transitions in a subscription-based program that allows you to actively manage the equity you're building in your financial services practice.

Planning for the future is a big part of what you do for others. Now is the time to do the same for yourself, and for those who depend on you. The Equity Management System – it's there for you.

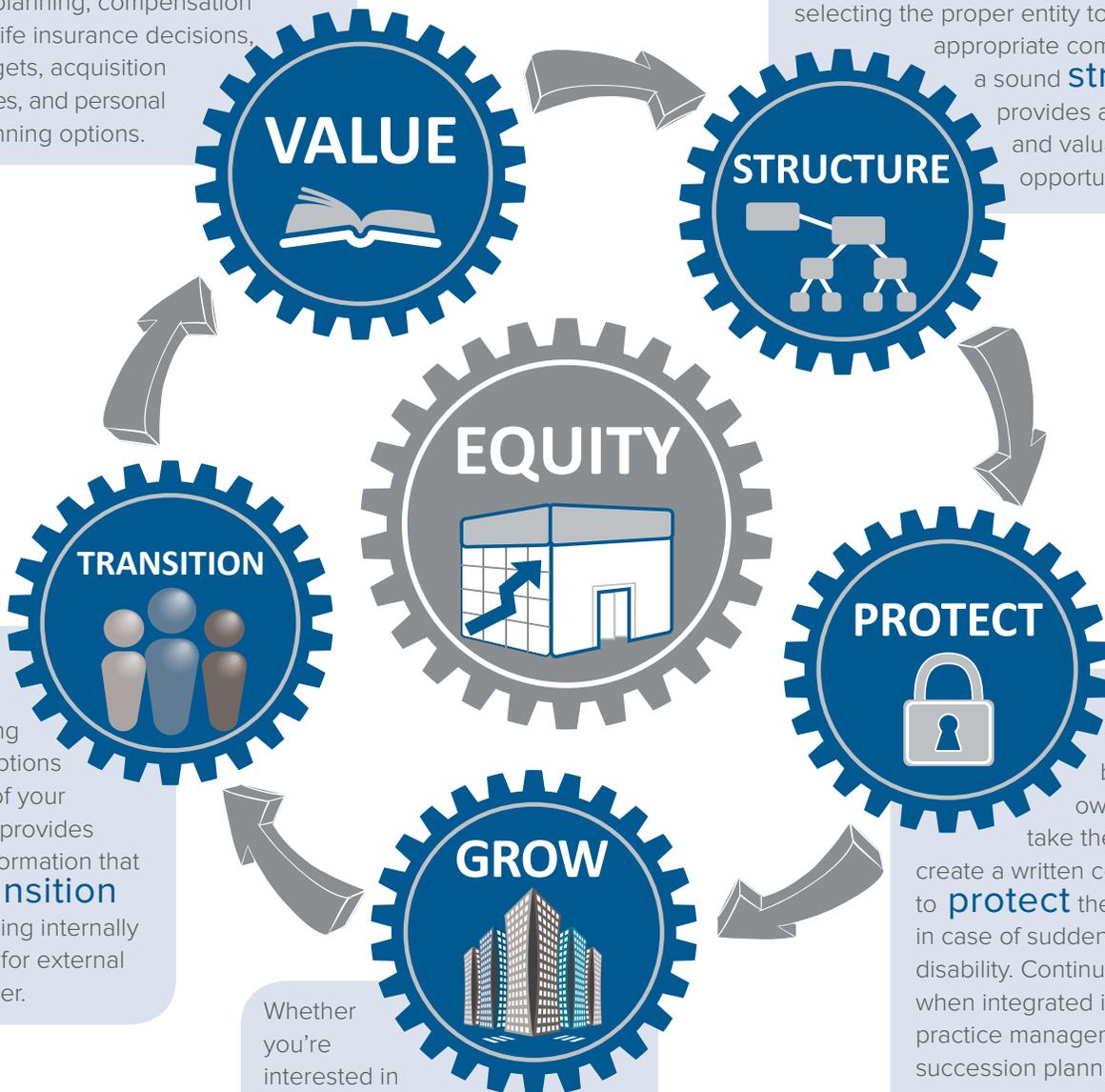


THE EQUITY MANAGEMENT LIFECYCLE

Managing the equity in your financial services practice is an ongoing process. Your business, your staff, and your personal goals change over time. You need a system that can adapt with your life. The Equity Management System (EMS) is a collection of tools and services offered exclusively by FP Transitions to help you determine, optimize, manage and grow the equity value of your business.

Determining and monitoring the annual **value** of the business you're building, as well as understanding what drives that value, are staples of EMS. An accurate and consistent determination of practice value is essential to support continuity planning, compensation strategies, life insurance decisions, growth targets, acquisition opportunities, and personal wealth planning options.

Building your business requires a strong and properly constructed foundation. From selecting the proper entity to utilizing an appropriate compensation plan, a sound **structure** provides additional control and valuable planning opportunities.



Take control of the future by developing a range of options for the end of your career. EMS provides tools and information that support **transition** plans for selling internally over time or for external sale or merger.

Whether you're interested in practice acquisition, talent management and proper compensation, or adding additional clients and revenue, EMS provides strategic information and support. **Grow** with a plan, and with improved equity as the goal.

Every independent business owner should take the time to create a written continuity plan to **protect** the practice in case of sudden death or disability. Continuity planning, when integrated into an overall practice management and succession planning strategy, can be a powerful business-building tool.

ELEMENTS OF EMS

For one low monthly rate EMS provides a wide range of tools and services including:

- **Comprehensive Valuation** - a neutral, accurate, fact-based opinion of value, based on the industry's largest and oldest marketplace for independent advisors. Using comparable sales data and measuring your business's equity, FP Transitions can determine the fair market value of your business.
- **Continuity Planning** - an emergency plan that assures transfer of control in the event of sudden death or disability. With one agreement, you can ensure that your practice is protected, your family receives full value, and your clients and employees have continuity in their lives.
- **EquityBuilder** - a benchmarking report that gives you the ability to "look over the shoulder" of not only your peers, but also owners of larger, more valuable firms to see how their performance compare to yours. The information from this study can be used to adjust and improve operational efficiencies in order to maximize equity value.
- **Succession Planning** - cutting-edge tools and strategies for a new generation of professional advisors. Use EMS to support your "lifestyle succession plan," to manage and retain the talent you have, and to maintain the compensation you currently enjoy for the rest of your life.

With EMS you get these exclusive services plus access to employment resources, acquisition secrets, private consulting, detailed studies and white papers, exclusive webinars, and quarterly news and updates.

To get started and begin receiving everything you'll need to actively manage, grow and protect the equity value in your financial services practice sign up for the Equity Management System today:

- Call us at **800-934-3303**. We'll walk you through the process in less than five minutes.
- Or, visit www.fptransitions.com/ems/getstarted.

