

CLIENT 4 LIFE

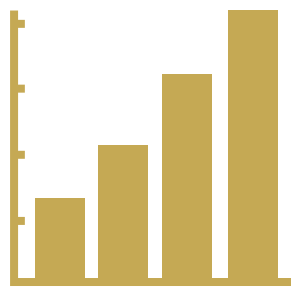
MANAGEMENT SYSTEM™

The *Proven* Foundation for Practice Success



According to Cerulli Associates, advisors lose up to **46%** each day to non-revenue activities!

C4L SUBSCRIBER SURVEY 2018 — PRACTICE IMPACT



Production increased by **27%**
 Appointments increased by **33%**
 New client growth rate increased by **22%**
 Client retention increased by **32%**
 Operating profit margin increased by **36%**
 Subscriber renewal rate **95%**

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YEAR CASE STUDY ANNUALIZED PRODUCTION GROWTH RESULTS

	0 (Baseline)	1	2	3	4	5	6
	YEARS						
ADVISOR A	\$673,999	\$985,780	\$1,829,944	\$1,613,468	\$965,606	\$1,462,906	--
	0%	46%	172%	139%	43%	117%	--
ADVISOR B	\$480,141	\$489,000	\$574,483	\$910,786	\$1,055,883	\$1,037,798	--
	0%	2%	20%	90%	120%	116%	--
ADVISOR C	\$996,458	\$1,771,667	\$3,275,532	\$2,511,543	\$2,122,720	\$1,493,228	--
	0%	78%	229%	152%	113%	50%	--
ADVISOR D	\$1,270,066	\$1,463,815	\$1,280,931	\$1,841,442	\$2,070,300	\$2,198,800	\$2,155,291
	0%	15%	1%	45%	63%	73%	70%
ADVISOR E	\$1,405,797	\$1,536,722	\$1,811,202	\$1,731,178	\$2,181,009	\$3,413,625	\$2,694,863
	0%	9%	29%	23%	55%	143%	92%
ADVISOR F	\$2,225,398	\$2,790,005	\$3,524,136	\$5,160,958	\$5,281,805	\$3,726,164	\$6,075,361
	0%	25%	58%	132%	137%	67%	173%
AVERAGE	\$1,066,563	\$1,359,463	\$2,052,532	\$2,287,785	\$2,122,147	\$2,034,852	\$2,948,045
	0%	27%	92%	115%	99%	91%	176%
ADVISOR G (RETIRED)	\$0	\$292,900	\$985,969	\$1,221,222	\$1,055,584	\$968,289	\$1,619,210
	\$414,080	\$479,251	\$2,071,496	\$2,245,119	\$1,177,706	\$911,444	\$866,664
	0%	16%	400%	442%	184%	120%	109%

In addition to its production impact, The Client 4 Life Management System™ brings more process and as part of the case study, the following two measurements are shown for each Advisor:

1. Annualized Production \$ represents the total production dollars written in the Advisor's name.
2. Growth % Over Baseline represents the percentage growth of the Annualized Production \$ over the baseline year 0.

The results are impressive. After following the system for just one year, the average increase in annualized production was 27% per Advisor over baseline. After following the system for two years, the average increase in annualized production grew 92% over baseline. In essence, an Advisor ***nearly doubled their production in just two years!***

Of course, results varied by Advisor. Some Advisors embraced the system more quickly than others which translated to faster growth in their production. Irrespective of the velocity at which they embraced the system, all seven Advisors achieved at least a 73% production growth rate during the case study period. *Five of the seven Advisors more than doubled their production.* Moreover, of these five, one tripled his production, while another quadrupled his production and held that production level for two years!

Equally impressive is the relatively quick rate at which production increased on average for all case study Advisors in years 1 -2 and their average production levels continued to grow in years 3 and 4 resulting in a 115% and 99% over baseline, respectively. Stated in different terms, the four-year growth rate of production over baseline for the group was 27% (year 1), 92% (year 2), 115% (year 3), and 99% (year 4). Year-over-year improved results validate the effectiveness and staying power of The Client 4 Life Management System.™

As an example, Advisor "C" implemented the system 18 months after the early adopters. By leveraging the learnings (and avoiding their early mistakes), this Advisor achieved relatively faster and far superior results in the first and second years than did the early adopters.

MEASUREMENT	YEAR 0 (BASELINE)	YEAR 1	YEAR 2
ANNUALIZED PRODUCTION \$	\$996,458	\$1,771,667	\$3,275,532
GROWTH % OVER BASELINE	0%	78%	229%
GROWTH \$ OVER BASELINE	\$0	\$775,209	\$2,279,074

In addition, Advisor "C" almost doubled production in one year and more than tripled production in two years!

What's equally exciting is the method by which sales were generated by the seven Advisors who were part of the case study. Before The Client 4 Life Management System™ was implemented, the case study Advisors (like most Advisors) closed only the "low hanging" fruit. This approach consistently leaves numerous opportunities "dying on the vine." Addressing this issue by key business processes is the heart and soul of The Client 4 Life Management System.™

The success of the Client for Life Management System™ creates a "natural dependence." Once Advisors experience the production gains and operating efficiencies of their practice, they themselves become **"Clients 4 Life!"**

In summary, the six-year Client for Life Management System™ case study illustrates the following points:

1. The system brings a solution to the age-old dilemma of Advisor plateau.
2. The system develops a team-based approach that makes everyone in the Advisor's practice more efficient.
3. Over time, the system will decrease the need for new leads /prospects since the system promotes developing "Clients 4 life," setting the foundation for cross-selling initiatives and referrals.
4. Most importantly, Advisors get to do what they do best: meet with qualified investors, which in turn drives sales and career satisfaction, leading to longer industry tenure and organizational value.

Important Notes and Disclosures:

Four of the seven case study Advisors have been using The Client 4 Life Management System™ for five consecutive years (2009 through 2014). The other three case study Advisors have been using the system for four consecutive years (2010 through 2014).

"Year 0" serves as the baseline which is the year before an Advisor began following the system. The baseline, then, provides a "before" picture against which to measure the effect of implementing The Client 4 Life Management System.™

It is important to point out that Advisors were and are responsible for generating their own leads. The Client 4 Life Management System™ then manages the lead(s) through our proprietary system, converting them into qualified investors.

The results in this case study were achieved as The Client 4 Life Management System™ itself was moving from a concept to a deliverable reality. Much has been learned during 11 years of implementation and measurement, and we stand poised to deliver a more impactful system to a larger and broader audience of Advisors.