



YOUR ROADMAP TO FREEDOM

For Financial Professionals

O A K S P R I N G P A R T N E R S . C O M

Copyright © 2023, OakSpring Partners, LLC

"Your Partner in Growth" / Isaiah 61:1-3

No portion of this material was created by artificial intelligence (ChatGPT or similar technology).

No portion of this material may be reproduced in any form without express permission of OakSpring Partners, LLC or its authorized partners.



**TAKING YOU
FROM "IDEA"
-TO-
LAUNCH IN 6
MONTHS**



O A K S P R I N G P A R T N E R S . C O M



MICHAEL MCCLELLAND

Managing Partner, Certified Executive Coach

With over 16 years of experience in various senior leadership positions within the industry, Michael knows the Financial Services landscape well, and has seen the stress and strain on industry professionals...

The ever increasing trend for Financial Services professionals to seek true freedom in their personal and professional lives is what prompted the creation of the RoadMap to Freedom process.

solutions@oakspringpartners.com

CONTENTS

1
VISION + OWNER FIT

2
CURRENT BUSINESS INVENTORY

3
STRATEGIZE YOUR IDEAL BUSINESS

4
AFFILIATION OPTIONS

5
PUTTING THE PIECES TOGETHER

CONTENTS

6
BUSINESS NUTS & BOLTS

7
INDUSTRY AND STATE REQUIREMENTS

8
GETTING YOU AND YOUR CLIENTS READY

9
LAUNCH > LET'S GO!

10
IMPLEMENT + GROW

From ZERO to LAUNCH – for Financial Professionals

Your “RoadMap to FREEDOM”

Program Outline

INTRO + 2 Sections (5 Phases / 10 Lessons) + BONUS SECTION

Time Goal = 3 Hours

INTRODUCTION – 15 Minutes

(Lesson) > Welcome! + What is the RoadMap to Freedom Process?

(Lesson) > My Journey > Michael S McClelland

(Lesson) > Overview of This Course + Bonus Resources

(SECTION 1) Pre-Launch – 2.5 Hours

PHASE 1 > Strategize & Take Inventory

- Lesson 1 = Vision + Owner Fit
- Lesson 2 = Current Business Inventory
- Lesson 3 = Strategize Your Ideal Business
- Summary > PHASE 1 Action Steps

PHASE 2 > Designing Your Ideal Business – Internal Components

- Lesson 4 = Affiliation Options > The Freedom Scale
- Lesson 5 = Putting the Pieces Together
- Summary > PHASE 2 Action Steps

PHASE 3 > Designing Your Ideal Business – External Components

- Lesson 6 = Business Nuts & Bolts
- Lesson 7 = Industry & State Requirements
- Summary > PHASE 3 Action Steps

PHASE 4 > Final Steps to Launch

- Lesson 8 = Getting You and Your Clients Ready to Launch
- Lesson 9 = Let's GO!
- Summary > PHASE 4 Action Steps

(SECTION 2) Post-Launch – 15 Mins

PHASE 5 > Business Growth: Building Outward While Scaling Inward

- **Lesson 10 = Implementing the Tools, Process & Structure You Need to Grow**
- **Summary > PHASE 5 Action Steps**

BONUS = Resources & Tools

- **(Download) PDF format ONLY > Freedom RoadMap Plan Document**
- **(Download) Word + PDF format > Freedom RoadMap Journal**
- **(Download) PDF format ONLY > SUMMARY 120-day timeline for RIA launch**
- **(Download) Excel + PDF format > FULL project timeline with detailed steps for optimal RIA launch**
- **(Download) Suggested Tech Stack for your new business > based on number of clients and size of business...**
 - **Tier 1 = < 50 clients / < \$30MM in AUM / GDC**
 - **Tier 2 = 51 to 100 clients / \$31MM to \$65MM in AUM / GDC**
 - **Tier 3 = > 100 clients / > \$65MM in AUM / GDC**
- **(Download) Excel + PDF format > Sample Budget template**
- **(Download) Excel + PDF format > Suggested Client Service Tiers – for “Fee Only” Advisors**
- **(Download) Excel + PDF format > Advisor Affiliation Tiers – for Advisors that want to add partners & staff**
- **(Download) Excel + PDF format > For NEW Financial Advisors > Suggested Weekly Calendar for Optimal Growth**



INTRODUCTION

[OAKSPRINGPARTNERS.COM](https://oakspringpartners.com)

Hi, I am Michael McClelland, and I am so grateful we get to take this journey together.

First of all, thank you for purchasing this course, and for allowing me the privilege of partnering with you at this strategic point in your life & career.

And that word CAREER is exactly where I want to start, because all that we will cover in this course is not just about a series of points in your career trajectory.

The **RoadMap to Freedom** process is quite different than your typical business process that ONLY helps you go from Point A > Point B in a one-dimensional sense.

So, while this course is absolutely designed to take you from IDEA to FREEDOM in a proven business framework, you will find this program is multi-dimensional, meaning it encompasses ALL that you will experience along the way in your journey to FREEDOM – both personally and professionally.

This course is designed to help you achieve 4 Key milestones:

- 1. DEFINE YOUR VISION > DESIGNING your ideal business – on your terms, so you can work where you want, how you want and with anyone you want.**
- 2. BUILD YOUR IDEAL BUSINESS > BUILDING your business the right way – a comprehensive and practical overview of literally *everything* you will need to build a successful business.**
- 3. ACQUIRE AN ENTREPRENEURIAL MINDSET > LAUNCHING your business – requires you to think like a true business owner, with all the intrinsic benefits, challenges, and opportunities.**
- 4. GROWING YOUR BUSINESS > SCALING your business for long term growth and success as you define it – growing a long-term successful business is equally as important as getting you to launch.**

DESIGN + BUILD + LAUNCH + SCALE >>>DBLS

My Journey > Michael S McClelland

Now that we have covered the broader scope of this course, allow me to cover a little bit about who I am and why I built the RoadMap to Freedom process...

Freedom has always been an important word in my psyche, but it was always in the back of my mind as something I would *hopefully* achieve at a later point in time, similar to how we use the term “retirement” to mistakenly mean we later cease work related activities and begin doing those things we actually enjoy at a much later age in life.

What a backward way to live!

Postpone living NOW for a fairy tale existence when we are older?

And is all this really about how much money we NEED later in life? Not really...

It was not until 2022, right at the tail end of the Pandemic, that I realized my definition of freedom had literally run completely off the map of my current career trajectory.

I had reached the pinnacle of my career as a Senior Vice President at a major financial services firm, a significant achievement at great expense to me personally.

Here are a few stats from my career:

- Successfully graduated from two different Leadership Development Training programs at two of the nation’s largest Financial Services firms > Merrill Lynch and Wells Fargo.
- At Wells Fargo, I was chosen as one of 6 graduates out of hundreds of applicants in the 10th year of the program, mainly for my leadership style, professional experience, and personal dedication to all those I had the privilege to lead.
- In my 18th month in my most recent Training Program, I was promoted to Senior Vice President, and led a team of 33 Financial Advisors in 85 community bank locations across the greater South Texas area.
 - 33 Financial Advisors - 85 Community Bank Branches
 - Combined Assets under Management = \$3.5 Billion
 - Total Market Revenues = \$33 Million
- Within 12 months of my role as SVP, over half my team voiced that I was the best leader they had ever worked with.

All this success led me to the beginning of 2021, when I realized that what I had labored so hard to build was something I no longer recognized.

My firm controlled so many aspects of my life...and quite honestly, it disgusted me that I had unintentionally traded my personal freedom for a paycheck.

- What I was allowed to do outside of work, even in my personal free time.
- What I was allowed to do on social media.
- How and where I managed my own personal finances or to whom I gave donations.
- I was always “working” - my time and attention was required, nights, weekends and even holidays.
- Mandates as a condition of employment affecting my personal health.
- Required “training” that tried to convince me the color of my skin and family history was somehow unacceptable, or that I had an unforeseen bias toward others.

When the blinders came off, something in me just snapped and my internal gears shattered...

And this is where I hope you will allow me to share something very personal. Even if you are not a deeply religious person, which is absolutely fine, part of my journey that birthed this process came right in the middle of this crisis.

In fact, my breakthrough was disguised right in the middle of my own desperate cry for FREEDOM.

In the summer of 2021, I took a long vacation to the mountains in Colorado to sift through all that was happening internally, taking all that I could to the Lord.

From that gentle time of reflection, gazing at a beautiful Rocky Mountain panorama and clearing my mind, I learned two things that deeply affected me:

- (1) As I opened my bible to Ecclesiastes, chapter 11, I read verse 4 which commanded my attention: "Whoever watches the wind will not plant; whoever looks at the clouds will not reap."

In that exact moment, the thought came to me that I had been waiting my entire life to LIVE.

I was starving for an intentional life that was not pre-defined by anyone else.

I had outgrown the corporate mold I had been given.

- (2) The next verse I found was Galatians 5:1, which said, "It is for freedom that Christ has set us free. Stand firm, then, and do not let yourselves be burdened again by a yoke of slavery."

"What an odd verse," I thought.

"Was I really a slave?"

Apparently so, except the chains, bars and walls of my "cell" were all around me, just out of sight.

The next thought arose out of me quicker than I could process it, and echoed in my mind for quite some time...

"HOW do I get free?"

With this new revelation, as startling as it was, I began to prayerfully build the process that allowed me to eventually launch my own business, all the while the passion kept building in me to help other burned-out corporate professionals find FREEDOM just as I did...

And so, in March of 2022 I resigned from a plum job that I had spent most of my career aspiring to land, having only a framework for what I would do next, along with a burning desire for freedom for myself and others.

It was then that I launched my new company, OakSpring Partners, with this course to follow later on.

All this leads to my hope for YOU in this course and throughout this process...

What we will cover together is designed to help you gain the vision, clarity, and motivation to build the business of your dreams.

It is absolutely yours for the taking.

And YES, you really can do this!

It's not just for a select few that seem to have it all figured out.

The reality is NO ONE really knows how to take bold steps like this on their own, which is why we need each other – why you trusted me, for example, to help you with this process.

Lastly, I want you to know the effort that was made to create this course – **this is YOUR RoadMap to Freedom**, and I so enjoyed building it for you!

Overview of This Course + Bonus Resources

The Creation of this Program:

This entire program took over 20 years to actually create, as the message of FREEDOM worked in me.

It took nearly **18 months** to compile and write this course and close to **400 hours** to refine and publish it.

I offer all this because I want to clearly communicate the intentionality and passion that went into creating this process for you. It was not thrown together, and “profit” was the last thing on my mind.

What to Expect:

Know that you will get out of this process what you put into it.

Taking this course will provide the **framework** to help you get the results we both expect, but one of the first steps toward thinking like an entrepreneur is that you must take ownership for your desired outcome!

Don't just review these lessons and move on.

Please take your time to really digest what each section covers.

And by all means, be thoughtful and reflective with how you build each step.

How to Master the Content in this Course:

Set aside (3) – 1 hour time slots to complete all the lessons and be sure to check out the BONUS section which contains a wealth of resources to help you launch your new business.

- **Hour 1** = Introduction + Phases 1 & 2
- **Hour 2** = Phases 3 & 4
- **Hour 3** = Phase 5 + BONUS Section

Here's a Quick Overview of How This Course is Laid Out:

- **There are 3 main sections**, each covering a key aspect of launching your new freedom business – from the ideation process of what you want in your new business > to the actual business composition phase > and finally acquiring the mindset of an Entrepreneur. I want you to know that, for example, it was truly a struggle to get out of the W2 corporate mindset and begin thinking like an entrepreneur, so I am happy to help you avoid many of the costly delays I experienced when I launched my Freedom business.
- **Within the three sections are 5 phases broken into 10 lessons**, in addition to an INTRO section (which you are currently in), and a BONUS section.
- **Each lesson will clearly state a GOAL and WHY that step is important to your success.**
- **At the end of every section there will be a concise Summary with Action Steps** you should take to help you move from IDEA to LAUNCH.
- Again, be sure to check out the **BONUS section**, which is a gold mine for the starting Entrepreneur, complete with a number of helpful templates such as:
 - *The complete “RoadMap to Freedom” Plan Guide.*
 - *Your “RoadMap to Freedom” Workbook.*
 - *A complete slide deck of the “RoadMap to Freedom” course.*
 - *A comparison of the most common Custodians.*
 - *A suggested Tech Stack based on the size of your business.*
 - *A sample robust project timeline containing 95% of all the steps needed to launch your own freedom business (called a Registered Investment Advisor / RIA firm).*
 - *Business Budget Template – for your first 18 months in business.*
 - *Client Service Matrix Template – a straightforward guide to give you a framework for how to move from commissioned to “fee only” business.*
 - *Advisor Service Matrix Template > If you plan to scale your business to include other partners and associates.*

So, with that, it is time to start your journey to FREEDOM!

Let's do this!

I'll see you on the inside!

Michael S McClelland



S E C T I O N 1
P R E - L A U N C H

OAKSPRINGPARTNERS.COM

1 LESSON

VISION + OWNER FIT

OAKSPRINGPARTNERS.COM

PHASE 1 > Strategize & Take Inventory

- Lesson 1 = Vision + Owner Fit
- Lesson 2 = Current Business Inventory
- Lesson 3 = Strategize Your Ideal Business
- Summary > PHASE 1 Action Steps

Lesson 1 = Vision + Owner Fit

- Get crystal clear on WHY, you are interested in exploring this process, because you need to be 100% invested in your ideal future...
- Your success cannot be accidental, nor can it be achieved by a random approach to your desired outcome.
 - Be honest with yourself and know it's OK to not know the details of what a move will involve or even what it will require. That's why we are working together!
 - Take this first step seriously... Think of this step as setting the points on your compass. If you are off in your intended direction by a couple of degrees, the end results may not look like you want.
- This process will help you design and visualize your ideal life – from business to personal.
- We start with an exploration of what your “True North” really looks like, meaning how would you live your life if you had...
 - No limitations.
 - No financial concerns.
 - No relational concerns.
 - No time constraints.

What if you had unlimited resources, knowledge, and vision for what you wanted in life?

The first step to accomplishing anything is that you must first SEE what it is you are building.

Vision is a two-step concept.

1 > The first aspect is learning to “see”, which is an internal process that involves self-reflection and a healthy dose of honesty with yourself, and with those that know you well. (Vision by DEFINITION)

2 > The second aspect is taking an honest assessment of where you are and where you want to be. (Vision as an ACTION)

As we begin the IDEA phase of your business, this is where for many of us, the wheels of your imagination have been stuck for some time.

Yes, it can be hard to DREAM, as life has a way of knocking all inspiration out of us, but it is a great exercise in stretching the mind to thoughtfully answer these sample questions:

1. WHO do I want to be?

This is not a psychobabble identity question; and yes, I balked at this initially too. This is a GOOD question that will act as your cornerstone to all you will build.

There are countless Entrepreneurs that have built a “job” to replace the one they left, often overworked and underpaid.

Don't do that!

Take this question seriously...

2. WHERE do I want to live?

Get as detailed as you want with what your ideal house looks like, down to the layout, number of rooms, floors, lawn (if you want one), colors, design touches, etc.

For example, what type of house?

You envision a log style cabin in the mountains (that's mine), or perhaps you are after a multi-level beach condo with a minimal yard (maybe you hate mowing grass).

3. What does your DAILY ROUTINE look like?

- What are your preferred hobbies?
- What is your “high energy” time of day? Morning, Afternoon or Evening?
- Do you have a preferred wake up time? What about bedtime?
- When would you like to start working?
- Where would you like to work?

4. Who are your IDEAL CLIENTS?

Be specific as to the ideal NUMBER of clients you work with.

This is important!

Not everyone is a potential client, even if they have assets to meet your minimums!

You are no longer working for a payout...

“Business by Design” must be built into every aspect of your practice!

Finally, describe the preferred relationship you would have with your clients.

Thinking ahead...What is YOUR vision for your first 5 years as an Entrepreneur?

This is where a little creativity will serve you well.

Some suggested parameters are:

- Desired number of clients
 - Desired assets under management
 - Desired fee structure, meaning how will you create revenue?
 - Core offerings
 - Location(s) to work – meaning, do you want to work in several locations, virtually, or in a single brick and mortar location.
-
- Launch > Again, what are you hoping to start with at launch (see the sample parameters above).
 - 0-12 months
 - 1-2 years
 - 2-3 years
 - 3-4 years
 - 5+ years

5. Describe your PHYSICAL, MENTAL, and SPIRITUAL condition – be specific!

6. What are the top 3 things you would like to ENJOY NOW, with your newfound freedom?

7. What are the top 3 things would like to AVOID?

1. _____
2. _____
3. _____

Given this framework, let's now define what your sample work week looks like:

Schedule

- How many **vacation days** would you like each YEAR? _____
- Now work that number per MONTH (ex: 20 per year = 1-2 days per month) _____
- How many **days per week would you like to work?** _____
- How many **hours per week would you like to work?** _____

Business Metrics

- Thinking of your ideal business – Revenue and Assets Under Management / AUM, **how much in Revenue do you want to manage?** _____
- **How much in Assets under Management do you want to manage?** _____

Clients

- **STEP 1 > Think of your top 30 clients**, ranked by revenue...**pick the top 10** that you most enjoy working with:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

- **STEP 2 > What are the top 3 things you have in common with these top clients?**

Some examples could include hobbies, political views, a love for the outdoors, etc.

1. _____
2. _____
3. _____

- **STEP 3** > Now let's shift from PERSONAL to BUSINESS...What are the **top 3 financial goals** your best clients have?

1. _____
2. _____
3. _____

- **STEP 4** > The last step is to determine the **current impact** you have with your top clients.

4. Do you manage just investments for your clients? (Be honest!) _____
5. What about insurance? _____
6. Estates / Trusts? _____
7. Lending / Liabilities (loans, credit, etc.)? _____

The point of these four steps is to create your ideal CLIENT PROFILE.

Foundational to your success is working with your IDEAL client.

Don't settle for anyone that simply wants to work with you unless they are a good fit for you – especially if anyone might be an ideal client in terms of assets or potential revenue ONLY.

2 LESSON

CURRENT BUSINESS INVENTORY

OAKSPRINGPARTNERS.COM

Lesson 2 = Take an inventory of your current business:

1. How often do you need to be in your office? In front of clients? In person vs. virtual?
2. What are the **top 5 technology tools** you will need to be successful?
 - a. HINT: A sample list should include: CRM, Fee Billing, Portfolio Management and possibly a Financial Planning solution.
3. Take an exhaustive (mental) inventory of the **resources that your current firm offers**.
 - a. Now take a second look at the tools and resources you *ACTUALLY* use.
 - b. Most Advisors use only a fraction of the tools and resources they are offered.
 - c. The point? You want to be intentional about only paying for what you need. Don't let your firm dictate that for you.
4. **Calculate your current payout** – this is typically your “net production” and is essentially the total revenue that your book of business generates, less all deductions from your current firm.
 - a. NOTE: In reality, all Advisors receive a 100% payout, but your current firm may “require” a certain amount from you for all their provided tools, resources, and technology. It's all about choice – yours vs. theirs.
 - b. Keep in mind, you will have a GROSS and NET number. You should know both but focus on NET.
5. This is an excellent time to do a deep dive into your **target number of households**, **number of accounts**, and select **product mix** across all of your book of business.
 - a. How much is transactional?
 - b. How much is fee-based (Advisory)?
6. Know the **current status of your U4** – nothing trips up a move to independence like a “I didn't know that was on there!” (Your U4 is your regulatory “report card” and remains a public record).
7. **Be careful NOT to discuss your potential move with your clients or current firm at this time!**
 - a. More on this in Step 8, “Getting You and Your Clients Ready to Launch”.
8. **Is your current firm part of “Protocol”?** Meaning, are you allowed to leave your current firm with a pre-determined list of your client data?
 - a. Most banks and Broker Dealers are NOT part of protocol, meaning it would be a great idea to find a suitable attorney that can review your current situation.
 - b. Are you currently subject to any other type of compliance or legal requirement if you were to leave?
 - c. Keep in mind, most Broker / Dealers and Banks will consider your clients as theirs from a regulatory and legal standpoint. Be sure to play by the rules so you avoid a Temporary Restraining Order / TRO or other similar legal issue.
9. Are you currently subject to any type of **outstanding note** with your current firm?
 - a. Again, seeking legal help may be needed, if YES.

A quick note about outstanding loans...

Most firms will often negotiate a repayment of a percentage of your outstanding loan, but legal help is strongly advised to navigate this.

Keep in mind, all the factors that led to your departure, especially things your firm promised but did not provide OR factors that made it difficult to manage portions of your business, are all relevant to your loan repayment...

3 LESSON

STRATEGIZE YOUR
IDEAL BUSINESS

OAKSPRINGPARTNERS.COM

Lesson 3 = Begin to strategize your ideal business.

Before your mind gets ahead of you...DON'T worry about WHERE you will end up at this point...simply focus on your ideal business.

You can write in this guide (suggested) or start a file with these parameters.

- **Target number of relationships / households / accounts.** _____

- **Which of your clients do you think will actually move with you?**

Depending on where you are moving FROM, statistically 60-80%+ of your business will move with you. Focus on what you are GAINING, not what you are "LOSING":

A word from your coach –

It is absolutely normal to experience some uneasiness thinking through which of your clients will follow you.

The intensity of this concern should be a factor in HOW LONG you take to launch but should not sway your desire to build your freedom business.

In other words, if your concern for who will follow you is LESS THAN 5 out of 10 (low concern), keep to the suggested launch timeline in this program – 6 months.

If your level of concern is MORE THAN 5 (high concern), you might want to extend your launch timeline by as many as 3 months – 9 months total.

DON'T PUSH THE DATE TOO FAR OUT, or your path to freedom will become a great idea without execution! Sadly, this is quite common – hesitation will kill your desire!

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____

- 19. _____
- 20. _____
- 21. _____
- 22. _____
- 23. _____
- 24. _____
- 25. _____
- 26. _____
- 27. _____
- 28. _____
- 29. _____
- 30. _____

Use a separate page or add to this one to record all your clients that you think will follow...

It is important to get their names in your memory NOW – We will dive into the client side of your business in Section 8...

- **What types of business will you pursue?** Ex: 401K's, traditional investment products, full financial planning, Insurance & Annuities, etc.

- **If you could choose your ideal payout, what would it be?** _____

- **Where would you like to work?**

- In an office, surrounded by team members? _____
- Would you prefer to work in a hybrid (work and home) situation? _____
- Do you want the freedom to work ANYWHERE you want? _____

The next three pages are your whitespace to start drafting your ideal business!

Business Inventory Worksheet (Page 1)

COMPANY:	
Business (Company) Name	
Will you market your business as your company name or DBA?	
If YES to a DBA, what will your name be?	
Company tagline?	
What are the top 3-5 values you will embrace as a business owner?	
<p>Write your mission statement ></p> <p>(1) > "I help (WHO you work with) +</p> <p>(2) > "by (WHAT you do) +</p> <p>(3) > "(HOW you do it)"</p>	<p><i>Example:</i></p> <p>"I help – WHO > Financial Services professionals - WHAT > experience true personal and professional freedom – HOW > through my proven Roadmap to Freedom program.</p> <p><i>Summary > I can take you from IDEA to FREEDOM in 6 months!"</i></p>

Business Inventory Worksheet (2)

BUSINESS:	
Financial Products - what are your core business products?	
Financial Product & Service Providers	
Total number of CURRENT clients	
Define your IDEAL number of clients	
How many A tier clients do you want to work with?	
B tier clients?	
C tier clients?	
D tier clients? (If any)	

Business Inventory Worksheet (3)

METRICS:	
What is your current AUM (Assets Under Management)?	
Current Revenue? Can also be Gross Dealer Commission (GDC), or Production Credits (PC's), for example...	
Current payout %	

MARKETING:	
Logo	
Pick 2 to 3 select colors for your new brand / logo	
What would your business card look like? (a rough idea)	
What would you like your new website to look like?	
Letterhead?	
Will you offer a newsletter? How often?	

Business Inventory Worksheet (4)

OFFICE:	
Office hours?	
Appointment schedule for meeting clients & prospects?	
Will you hire additional staff?	
If YES, how many and what will be their roles? (Keep in mind, you can outsource)	

CONGRATULATIONS!

You are now one month closer to personal and professional FREEDOM!

At the end of PHASE 1, you should now have a clear understanding of the following:

Lesson 1 = Vision + Owner Fit

- You dug into your “WHY” – WHY you want to become an entrepreneur.
- Next, we explored WHAT you want in life and in your new business – personally and professionally.
What if you had unlimited resources, knowledge, and vision for what you wanted in life?
It all starts with VISION.
- We then dug into your growth projection for your first 5 years as an entrepreneur.
- We lastly explored what you want your schedule and business to actually look like...

Lesson 2 = Current Business Inventory

We dug deeper into 8 key aspects of your CURRENT business.

To become an entrepreneur and own your own business, it is vital that you know the current state of your business in order to know *where* and *how* it needs to change.

(Topic) Lesson 3 = Strategize Your Ideal Business

Using the Business Inventory Worksheet, we then outlined the most important aspects of your IDEAL business.

NEXT SECTION:

In PHASE 2, we will look at the essential INTERNAL components of your ideal business.



LESSON

AFFILIATION OPTIONS

OAKSPRINGPARTNERS.COM

PHASE 2 > Designing Your Ideal Business – Internal Components

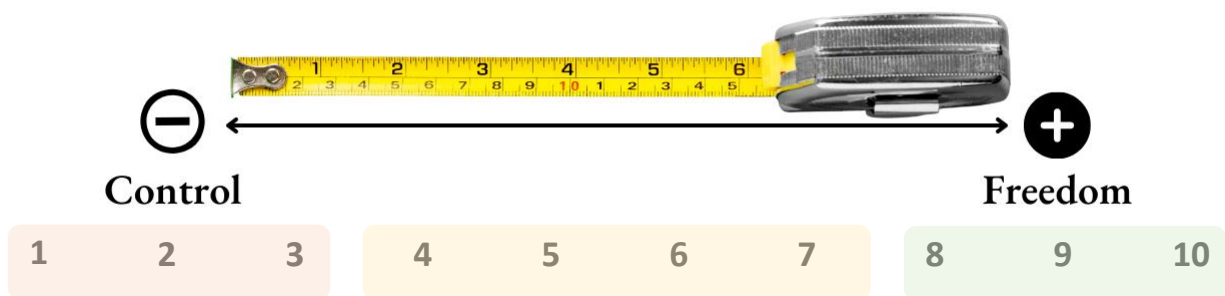
- Lesson 4 = Affiliation Options > The Freedom Scale
- Lesson 5 = Putting the Pieces Together
- Summary > PHASE 2 Action Steps

Lesson 4 = Affiliation Options > The Freedom Scale

1. It is not **WHAT you build**, it's **WHY each piece is right for you**, and more importantly WHY and HOW your business is built the way YOU want it.
2. Focus first on WHAT you want to build.
 - a. The common approach is to start with your new brand as well as product and service offerings to your clients.
 - b. *And that is exactly the WRONG way to start!*
 - c. What you DO in business is all secondary to first making sure your new FREEDOM business is perfectly suited for YOU...

Let us begin by ranking your desire for true freedom. Use the following scale as a guide...

The FREEDOM Scale



Limited Freedom

Affiliation Options:

- Broker Dealers
- Banks
- Regional Broker Dealers

Pros:

- Sizeable bonus when you join
- Your business is essentially built for you
- Most larger firms offer a wide spectrum of products and services
- Some Regional Broker Dealers / RBDs like to market themselves as more Advisor friendly than bigger firms

Cons:

Heavy compliance, legal and HR departments – regardless of the size of the BD

No voice or influence over firm policies and procedures, payouts, or other factors that affect you and your business personally

Some Freedom

Affiliation Options:

- Hybrid Broker Dealers

Pros:

- Some Tools and Resources when you move.
- “Hybrid” BDs allow commissioned and non-commissioned (fee-based) business – meaning, you can often earn a higher payout for your fee-based business under a firm provided “corporate” RIA and keep your commissioned business under the BD

Cons:

This is one of the fastest growing affiliation models, but there are a limited number of firms that allow “hybrid” affiliation

You can have both “commissioned” and “fee for advice” business at the same time, but your commissioned business is still under the control of a BD + you will need to separately operate your RIA.

Most hybrid BD’s will charge an override “fee” on all business your RIA generates.

Maximum Freedom

Affiliation Options:

- Regional Registered Investment Advisor / RIA
- Truly Independent Registered Investment Advisor / RIA

Pros:

You control everything about your business:

- Branding
- Compliance
- Marketing
- Tech Stack / Custodians
- Mix of Business
- Use of social media
- How and Where you work
- Building, Maintenance, Staff, etc. – everything from light bulbs to payroll

Cons:

You will need to move from a “commissioned” revenue model to “fee for advice” ONLY, which is how you will operate as a truly independent Registered Investment Advisor / RIA, as regulated by the SEC (not FINRA).

Not all advisors are ready to make this transition or are ready to manage every aspect of their business.

Now in the next section, let’s examine where you are...

1 – 2 – 3

If you scored 1, 2 or 3, you are likely in a suitable position, meaning the structure and resources around you are needed and possibly appreciated (at least many of them), and you do not want to recreate them on your own.

Scoring in this category does NOT mean you are content at your current firm, however...

You can be affiliated with the ideal firm, and yet still be DISCONTENT.

Here are a few factors to consider if you think this category is right for you:

- **“Hypothesis Bias”** = There is extraordinarily little your firm does or can do that will frustrate you - meaning, you are not to the point that you are looking for the next unwelcome policy change, manager goof, or comp plan downgrade (just to name a few examples).

Constant negative anticipation is one definition of “Hypothesis Bias.”

- **Freedom Assessment** = You truly DO desire more freedom but are either unwilling or afraid to pursue it.

If this is you...then know this course was built for YOU – and YES, you can own your own successful and growing FREEDOM business!

If you purchased this course ONLY (separate from the full RoadMap to Freedom Program) but realize during any part of this process that you want a Coach and Partner to help you...please reach out to me!

- **Control Assessment** = You have considered the level of control you are giving up for the freedom allowed at your current firm and this trade is right for you (and it is OK if it is).
- **Resource Assessment** = You actually have no desire to recreate or find the tools and resources that your current firm offers.
- **Firm Assessment** = You are actually OK dealing with large Compliance, Legal and HR departments. (Yes? No?)
 - YES? Perfect, then your process becomes a simple matter of finding the right firm or position...more on that in a later section.
 - NO? Rethink why you ranked yourself in this category. You gain NOTHING by not being honest with yourself!

Please know it is OK if you honestly think you fall in this category, but keep in mind that most FREEDOM seekers will not consider this category as ideal.

If you scored 4, 5, 6, or 7, you are right in the “sweet spot” of what this course and the RoadMap to Freedom Program offers, meaning you have some valid hesitations about owning your own business, and possibly don't yet know how or when you will be able to move forward, BUT you know you need to make a change...

That is an ideal first step!

It is simply an awareness that you need to do something.

If you fall in this category, here are a few factors to consider:

- **“Hypothesis Bias”** = You have one or more vivid examples of how and when your firm and/or management has betrayed your trust, because you have been conditioned to expect it...

Having worked with hundreds of Financial Advisors over the years, here are a few real-life examples of great professionals that fall into this category. (Yes! All true...)

- **Roadblocks to Growth** > Your firm or manager said they would help you or your business in some way but did not. In fact, this has happened so frequently that you go out of your way to avoid local management because it is just not worth the headache...
- **Smoke & Mirrors** > Your firm offered to “fix” a policy or process (or several) but keeps pointing to other things they have addressed, while what they promised to fix has yet to be done. In fact, it has been years since that promise has been made...Why, for example, are we still archiving fax images of fax copies – redoing the same paperwork 3x over for our best clients because we cannot read a client signed document?
- **The Comp Plan Game** > “You’re going to love this year’s comp plan!” ... but you later realize in the fine print it is not true. You get more in comp from cross-selling banking products (that you and your client’s don’t use), but now you are subject to a prescribed “haircut” if you stay at the same production level without selling these extra products, AND as a bonus, you get less in payout for clients under \$250K in AUM + your shared Client Associate is now allocated to 3 more Advisors because your production is technically going down by 10-15% this year. It is all so confusing, and you don’t really understand it anyway.
- **Tarnished Brand** > It has been one corporate “scandal” after another...you wonder what is wrong with senior leadership as your firm’s brand and reputation continues to be dragged through the mud. Many of your conversations with clients and prospects leave you “defending” the very reason you are at your current firm.
- **Adversarial “Support”** > Did the company not notice that when they “downsized” that entire banking division that once supported you, your clients are now being solicited by your former colleagues? What was “advertised” as built-in support for your business has instead become an adversarial situation where you need to compete for your existing client base.

If you observe any of these examples, please know you are NOT biased – you are not “negative”!

You are simply taking an honest assessment of where you are, and it’s time for the blinders to come off!

Again, given what you now know, would you join your current firm? (Yes? No?)

- **Freedom Assessment** = You have a gnawing feeling that you have outgrown your current firm or position. It is time to be free from, for example...

Annual firm “**compliance**” training that has nothing to do with COMPLIANCE or your POSITION, and offers you nothing to actually protect your BUSINESS, nor does it have anything to do with meeting industry REGULATIONS:

- “Mortgage Underwriting” - For Advisors that do not help clients with mortgages.
- “Diversity Sensitivity” – Because we need to embrace our differences.
- “Unconscious Bias” – Because you cannot trust your own personal beliefs and convictions.

- **Control Assessment** = There is something you know you are **giving up** in exchange for what you **are given**, and the two are not equal. You are giving up far more than you receive in return.
- **Resource Assessment** = You don’t mind **recreating** or better yet, **finding** those tools and resources that you actually WANT and NEED. There is a great deal of satisfaction that comes from building something that is perfectly suited for you and your clients!
 - Why pay for tools and resources you do not need?
 - Keep in mind, everyone starts with a 100% payout. The emphasis is on how much control you give your firm, and how your payout is spent before you collect the difference.
- **Firm Assessment** = You have had enough of “too big to fail” firm Compliance, Legal and HR departments all telling you...
 - Where, How and When you can work. (Remote vs. Not Remote, for example).
 - How you get to use your own PERSONAL social media account.
 - What to do with regard to your personal medical decisions.
 - In order to qualify for health insurance this year you need to send in copies of your children’s birth certificates to prove you are a family. (Yep...This is an actual requirement at some larger firms!)

Most FREEDOM seekers will fall in this category.

And again, if this is YOU, please know you are in the right process!

If you scored 8, 9 or 10, you definitely have the WANT and DESIRE to be FREE.

You already know this without a lot of self-discovery.

You are done being controlled.

You are tired of big firm games and the obvious political agenda woven into most big corporations.

You are tired of all the “stuff” that has nothing to do with supporting you or your business.

If you fall in this category, here are a few factors to consider:

- **“Hypothesis Bias”** = Your trust has likely been broken countless times. The question of IF you will move has already been answered. It is simply a matter of HOW and WHEN.

A note from your coach –

If you are simply waiting for the next time your firm or manager breaks your trust – you have already made your decision.

That is your GUT telling your HEAD to move!

Do not keep circling the wagons hoping things will change...they WON'T!

- **Freedom Assessment** = Your desire for true FREEDOM far outweighs the non-negotiable aspect of the tools and resources your company provides (including many that you do not need), all at a “cost” that you have no control over.
- **Control Assessment** = You are DONE being controlled. The risk / reward for FREEDOM is tipped in your favor to **own your future**. You already know this...it is what keeps you moving forward in this process!
- **Resource Assessment** = You have a good measure of confidence and self-assurance that you can recreate and build exactly what you need to take care of your clients. The good news is this program will help you do just that!
- **Firm Assessment** = Given the choice to join your current firm, you will pass. Additionally, joining a similar firm no longer has any appeal – it is not about payout or upfront bonuses any longer.
 - Your path to FREEDOM cannot be compromised by “more” money.
 - You are ready to control your future > Work WHERE you want, with WHO you want, and WHEN you want. Anything less would be a compromise of what you truly desire.

A few FREEDOM seekers will fall in this category.

If this is YOU, the desire for FREEDOM is there...the rest of this program will help you achieve it!

5 LESSON

PUTTING THE PIECES
TOGETHER

OAKSPRINGPARTNERS.COM

Lesson 5 = Putting the Pieces Together

In this last step under Phase 2, we will cover the three most important LAYERS of your new FREEDOM business:

- Layer 1 = Your Tech Stack
- Layer 2 = Your preferred Custodian
- Layer 3 = Your Client Service Model

LAYER 1 > Tech Stack:

There are **fifteen recommended components** of a robust “tech stack” – which is merely a label for the various software platforms and vendors you work with to operate your business.

Here is a quick overview of each one + a quick point about why each is important:

A note from your coach –

*I'll include a quick note about which of these are highly recommended > “**CORE**” components, and which are “**OPTIONAL**.”*

In the BONUS section of this Program is a list of recommended technology providers and vendors to help you build your ideal tech stack.

1. **Performance Reporting** > **CORE** > This is used to provide historical reporting for the investment portfolios you manage for your clients.
2. **Fee Billing** > **CORE** > This allows you to set a comprehensive fee schedule to generate revenue for your business – essentially how often, and how much you charge your clients for the service you provide.

FOR EXAMPLE: You might want to charge your “A” clients 1% per quarter (or a similar fixed Basis Points / BPS amount), in arrears – meaning, a 1% fee based on the quarter end value of your client’s portfolio.

Again, all revenue generated in your new FREEDOM business will be “fee for advice,” which can look similar to how you might offer a “Managed” portfolio at your current firm (except you will receive a higher payout). Know Fee Billing can look the same through the lens of your clients!

3. **Client Portal > CORE** > Most custodians will allow your clients to view their portfolio online, transfer funds and authorize ACATs. In some instances, you might want to offer this same capability on behalf of your company as a “white label” service (meaning, a service that is provided by someone else but branded after your business). Some Advisors elect to include a “Client” section on their website to give easy access to this.

If you purchased the full RoadMap to Freedom program, this feature can be added to your new website at no additional cost

4. **Portfolio Management > CORE** > This is one of the most essential components of your tech stack – the tool to actually “manage” (buy / sell) your client’s holdings.

5. **Risk Analytics > OPTIONAL** > Perhaps not at launch, but at some point, in the growth of your business, many Advisors will bolt on a tool that allows them to monitor their client portfolios through a compliance / risk lens.

FOR EXAMPLE: You might use this tool to monitor your client’s Required Minimum Distributions / RMD’s in the fourth quarter OR track your client portfolios that “drift” outside their stated account Investment Objective, so you can bring them back in line with their overall financial goals.

6. **Financial Planning > OPTIONAL** > An **excellent differentiating service** is offering a Financial Planning approach to your client’s complete financial picture. You can simply offer basic investment advice, but so do all other Advisors. Do not be a “commodity” and compete solely on the basis of COST and SCARCITY (with the investments you offer, meaning how “cheap” and “available” are the investments you offer).

Emphasize the new limits of your FREEDOM business by offering what your clients really want and need – they need your expert ADVICE, not the next cheapest, “high performing” investment!

Statistically, and this is IMPORTANT, most affluent clients do not care about investment returns...they actually do not. They care more about you PRESERVING the money they already have AND helping them plan for what happens after them (their “Legacy” – heritage, family, business, etc.)

7. **Model Marketplace > OPTIONAL** > Many custodians will offer a sample “Model Marketplace”, or a select list of prebuilt client investment portfolios. If you prefer to focus on the **relationship** side of your business (which is highly recommended), then this is a great tool you will want to add.

Why spend the time inventing something you can “outsource” for a fraction of the price it would take to build and maintain a number of investment models yourself?

8. **E-Signature / Electronic Forms > CORE** > This really could be an OPTIONAL tool, but your clients will likely insist on the ability to easily sign up to work with you. Why rely on a wet signature when you can easily ask your client to pull out their phone, scroll to the bottom of the enrollment form and click “SUBMIT”?!

9. **Client Relationship Management / CRM + Document Archiving** > **CORE** > Most technology vendors will package CRM and document retention together (like RedTail, for example). It will make sense to look for a provider that offers both, but you can still choose to track your client records in a stand-alone CRM system. This is BOTH a regulatory and business requirement. You will need to keep track of most of your client correspondence and archive all client signed documents.

10. **E-Mail Marketing** > **OPTIONAL** > Thinking like a business owner, you will likely appreciate the ability to stay top of mind with clients and prospects in an automated manner, such as a quarterly newsletter. This tool will help you automate this process.

11. **Mobile App** > **CORE** > This is typically bundled in with the custodian of your choice, but it is also something most clients will ask for if not – allowing your clients to view their portfolios on their mobile device.

12. **Commission Reporting** > **OPTIONAL** > It is understandable that this tool does not easily exist in the RIA space, but it is needed if you pursue a “Hybrid” affiliation model (commissioned and fee-based business together). Consequently, there are a select few technology providers that offer this type of robust reporting you would expect at a larger Broker Dealer.

13. **Payroll** > **OPTIONAL** > IF you plan to scale your new FREEDOM business to include full or part time employees, then you will need a payroll provider. Nearly all payroll providers will help with the automation of all paychecks AND help with the creation of all tax related documents, such as W-2 forms.

14. **Telephony / Direct Inbound Dial (DID)** > **OPTIONAL** > Many advisors have elected to purchase a “soft phone” platform, for example, which allows them to receive a FAX, VOICE CALL or even a TEXT all to the same Direct Inbound Dial / DID number. Soft phone technology can be “cloud based” too, meaning you can work ANYWHERE and have all inbound traffic routed to your mobile phone, instead of being tied to a desk.

15. **Website / Hosting / Email** > **CORE** > If you purchased the full **RoadMap to Freedom program**, then you will receive a professional turn-key WordPress website as a BONUS on your path to FREEDOM! If you prefer to source this on your own, know a professional digital presence is ESSENTIAL to your success! Along with a website, most website “hosting” companies will also bundle in Email (POP or IMAP accounts) accounts – some do NOT, so be careful in your choice! (Or simply let us manage this for you!)

LAYER 2 > Custodians:

There are a dizzying number of custodians (companies that will clear your transactions and house your client assets).

Determining the right custodian is based on several factors, all specific to you and your business:

1. **What is your preferred AFFILIATION model?** Do you want to be truly independent (think of the FREEDOM scale lesson) or hang your own banner (your own brand) under an existing corporate RIA? All corporate RIA's will require you to use their selected custodian. It is only when you choose to be fully independent that you will get to choose a custodian.
2. **What are your select 2-3 core business offerings?** Some custodians are better at accommodating a specific type of business, such as Retirement Planning Solutions, or 401K's for business owners, for example.
3. **What is the size of your business?** Custodians offer tiered pricing, passing along their "costs" to you based on the size of your business - number of accounts, client asset totals, etc. As with many Broker Dealers, custodians can offer a package discount if you bring enough business over.
4. **How much of your Tech Stack do you want provided for you?** Keep in mind, your preferred custodian will have a built-in cost model to make up for the tools they give you for "free" – which is often seen in a "minimum" amount of business you will need to bring over to their platform before their tech stack is offered for "free." Even then, such offerings are often cost effective, which makes it best to utilize all the built-in tools your preferred custodian offers before you source seemingly better tools on your own.

A word from your coach –

Use as FEW vendors as possible to build out your preferred tech stack, because these costs can add up quickly and be the sole difference in clearing a profit in your first 1-3 years!

Start by leveraging ALL the desired tools your custodian offers, and then bolt on any that are essential while your business grows – even if some are added over time, such as a Compliance Reporting tool - OR- an E-Mail Marketing tool.

You do not need to start with a full tech stack at launch!

LAYER 3 > Client Service Models:

In Section 8, we will go in depth about recreating many of the tools and resources you might already use at your current firm, AND help you create the right Client Service model for your new FREEDOM business...

The most important aspect of how you service your clients will first be how you categorize and differentiate them – such as labeling them, “A”, “B”, or “C” clients, which could be based on Assets, Revenue or simply how “receptive” they might be to working with you.

Why is this important?

- **Because you want to avoid being OVER-WORKED and UNDER-PAID by offering the same level of service (and corresponding fee pricing) to EVERYONE.**

- At the same time, you need to create some of the structure your current firm has, so that your clients do not see a gap in how you continue to serve them – after you launch your business. Stay proactive, not reactive!

- You will find that clients naturally understand that they get more of your time and expertise by how much business they allow you to manage, for example, if that’ show you choose to collect your fees (it could just as easily be based on the LEVEL of service they subscribe to, which has nothing to do with how much in AUM you manage for them – which is a true benefit of owning your own business!)

- **The point is that you create a natural sales funnel by placing a premium on your time and expertise when you do this!**
 - If your clients want more of your time, you can help them move to a higher part of your sales / service funnel > a HIGHER service tier, regardless of their AUM.

 - This also keeps bottom tier clients from monopolizing your time, which is essential to the SCALE you will need to optimally grow...

Be sure to check out the BONUS section of this Program, which includes a sample Client Service Matrix!

CONGRATULATIONS!

You are now 2 months into the program, and that much closer to personal and professional **FREEDOM!**

At the end of PHASE 2, you should now have a clear understanding of the following:

Lesson 4: Affiliation Options: The Freedom Scale

- **You took a deep dive into your true desire for personal and professional freedom** – Understanding the pros and cons for each affiliation model and the type of business you want to build.

Again, it is assumed throughout this course that you will be launching your own fully independent RIA.

BUT

Even if you determine owning your own RIA is not quite right for you, know this program was designed to help you build the right business regardless of the direction you choose...

- **This lesson lastly included an in-depth overview of the FREEDOM Scale**, and the exact type of business you prefer to have moving forward.

Lesson 5: Putting the Pieces Together

Next, we looked at the **3 LAYERS of your new FREEDOM business:**

Layer 1 = Your **Tech Stack**

Layer 2 = Your preferred **Custodian**

Layer 3 = Your **Client Service Model**

Again, there are some excellent resources and templates in the **BONUS** section! Be sure to check them out!

NEXT SECTION:

In PHASE 3, we will look at the essential EXTERNAL components of your ideal business.

6 LESSON

BUSINESS NUTS & BOLTS

OAKSPRINGPARTNERS.COM

PHASE 3 > Designing Your Ideal Business – External Components

- Lesson 6 = Business Nuts & Bolts
- Lesson 7 = Industry & State Requirements
- Summary > PHASE 3 Action Steps

Lesson 6 = Business Nuts & Bolts – Building YOUR business YOUR way

Here is a quick overview of the EXTERNAL components of your new business:

1. **Company Structure** – Limited Liability Corporation / LLC, Subchapter S Corporation / S-Corp, etc.
 - This is where a good attorney might be needed, given your personal financial situation.
 - Keep in mind, a great alternative and more cost-effective option is to use an online legal resource like LegalZoom.
2. **Federal EIN** – This is ESPECIALLY important as a beginning step because most of what you do from this point will require your EIN, especially the state in which you incorporate.
3. **Bank Account(s)** – There are a number of online rating sites, such as NerdWallet, that can help you sift through the diverse types of accounts and institutions that offer them. On the other hand, you might want to weigh the importance of branch proximity, should you anticipate handling checks or cash.
 - Keep in mind you are looking for transparency, and low fees.
 - You do not need much in the way of “products” or “services” – keep it simple and keep your bottom line in mind as you build.

4. **Credit Card(s)** – Again, sites like NerdWallet (and a host of others) can help you rank the exact type of credit card you need.

- One of the major considerations you should think through is the issue of personal indemnity, or what happens if your card gets lost or stolen. Considering many RIAs are single employee businesses, it might make sense to get a PERSONAL credit card vs. a BUSINESS card.
- The principal factors to consider are:
 - i. Indemnity – *fraud and loss protection*
 - ii. Ease of Use (VISA or MasterCard are suggested)
 - iii. Signing Bonus
 - iv. Points / Rewards
 - v. Positive Customer Reviews
 - vi. Annual Fee

5. **Accounting Software** – QuickBooks or FreshBooks are two great options.

6. **Office Space** – Do you want a “physical” / brick & mortar presence? OR do you prefer to have a “virtual” office (work anywhere?)

7. **Insurance** – It might make sense to find a reputable Insurance Agent to help you evaluate this.

Some of the policies you should consider aside from **Health Insurance + Errors & Omissions** / E&O (the two recommended policies) are as follows:

- **Directors & Officers Liability** – This protects the personal assets of corporate Directors and other similar titles, along with their spouses.
- **Professional Indemnity** – This provides coverage for the firm’s financial consequences of neglect, error, and omission.
- **Fiduciary Liability and Employment Practices Liability** – This provides coverage for any wrongful acts that arise in the employment process.

8. **Website** – This really could be an entire section because you can spend countless hours building a website. Having a great digital presence is important, but it is easy to get lost building and tweaking your website when the focus should really be your business (your clients)!

9. Here is what to focus on – and **keep in mind, by purchasing the full RoadMap to Freedom program, you will receive a professional WordPress website at no additional cost** (this includes your new website, domain name, hosting, email, and logo / branding + a free resource to also help you update your Social Media profile (LinkedIn))!
 - Some of the more respected online template systems are: **Wix, WordPress.com, Squarespace, and Web.com**
 - **WordPress** powers most of the internet and is an excellent “template” style online web building platform; meaning, you can easily modify your website once it is built with NO coding experience.
10. **Email** – If you prefer to use an alternative email solution, or do not intend to purchase the full RoadMap to Freedom program (which includes up to ten email accounts at no additional cost), you might want to consider an easy option like **Gmail for Business**.
11. **Company Name / Logo / Slogan** – Thinking down the road, do you plan on releasing or publishing content? If yes, you might want to Trademark your company name to protect your intellectual assets.
12. **Payroll** – Gusto is a great option at just \$20/month, again if you plan to hire additional staff.
13. **Compliance** – Last and certainly not least is your compliance infrastructure.

Because this aspect of your business deserves its own category, see Lesson 7 for a deep dive!



LESSON

INDUSTRY & STATE
REQUIREMENTS

OAKSPRINGPARTNERS.COM

Part 1 > SEC vs. State affiliation

SEC Registration:

- The SEC requires more than \$100 million in regulatory client Assets Under Management / AUM within 120 days of your official registration as a Registered Investment Advisor / RIA.

(The fine print...)

There are a few select RARE exceptions that allow for a firm with less than \$100 million in AUM to register with the SEC:

1. Advisors with a principal office and place of business in New York must register with the SEC.
2. If your new “firm” (assuming you are joining an existing firm) is registered under the Investment Company Act of 1940, you must register with the SEC regardless of the amount of AUM you manage.
3. If you need to register in more than fifteen states, you must register with the SEC.
4. If you fall under the definition of “Internet-Only” as an Advisor / Firm (which is a narrow
5. definition), you must register with the SEC regardless of how much in AUM you manage.

State Registration(s):

- In lieu of SEC registration, you can elect to instead register in each of the states in which you have 5 or more clients (called the “de-minimus rule”).
- You must also register your RIA firm in the state in which you have a place of business.
- The approval process and corresponding fees will vary from state to state.

NOTE: The Financial Industry Regulatory Authority (FINRA) does NOT regulate RIA firms.

Part 2 > Industry Requirements

Firm Documents – SEC and State Registrations:

- **The Uniform Application for Investment Advisor Registration (Form ADV)**
 - **ADV Parts 1 and 2** - From the SEC website (www.sec.gov): The requirements of Part 2 are designed to provide new, prospective and existing clients with clearly written, meaningful current disclosure of the business practices, conflicts of interest, and background of the investment adviser firm and the firm's employees who provide advice.
 - **ADV Part 3** – Is used by the SEC and some states.
- **A Form U4** is required to be filed for each Investment Advisor Representative / IAR.
- **Licensing – SEC and State Registrations: Series 65**

Additional Firm Documents – SEC Registration ONLY:

- **In addition to ALL the forms listed above**, all firms are required to submit the **Client Relationship Summary** or Part 3 of ADV, also known as Form CRS.

Part 3 > Firm Compliance Documents

ALL FIRMS are required to generate the following documents as part of a written Compliance program:

1. **Client Advisory Contract** (keep in mind, this is a “Fee-Only” contract – you will no longer have “commissioned” business).

Key Firm Compliance Documents

2. **Code of Ethics**
3. **Cyber Security Policy**
4. **Business Continuity Plan**
5. **Privacy Policy**
6. **Written Supervisory Procedures**

A note from your coach -

It is highly recommended that you find a qualified Compliance consultant or industry expert that can assist you with the creation of these documents.

These are important firm documents, so take the time to ensure their accuracy!

CONGRATULATIONS!

You are now three months closer to personal and professional FREEDOM!

At the end of PHASE 3, you should now have a clear understanding of the following:

- **A checklist for all the EXTERNAL aspects of your new business.**
- **Part 1 = SEC vs. State Registration**
Which registration choice is right for you?
- **Part 2 = Industry Requirements**
An overview of the required firm documents for your new RIA.
- **Part 3 = Firm Compliance Documents**
An overview of the required Compliance documents for your new RIA.

NEXT SECTION:

In PHASE 4, our final phase in Pre-Launch, we will focus on getting you and your clients ready to launch!

8 LESSON

GETTING YOU AND
YOUR CLIENTS READY

[OAKSPRINGPARTNERS.COM](https://oakspringpartners.com)

PHASE 4 > Final Steps to Launch

- Lesson 8 = Getting You and Your Clients Ready to Launch – a 120 Day Timeline
- Lesson 9 = Let's GO!
- Summary > PHASE 4 Action Steps

Lesson 8 = Getting You and Your Clients Ready to Launch – a 120 Day Timeline

120-90 Days From Launch

1. **Confirm if your present employer has a non-solicit agreement in place** (often affected by whether or not your firm is part of “Broker Protocol”) – this affects HOW you resign and what information you take with you.
2. **Decide on your company name and consider trademarking it.** Make sure to pick a name that is NOT in use.

You can refer to the [United States Patent and Trademark Office Website](https://www.uspto.gov) to search for a select name:

https://tmsearch.uspto.gov/bin/gate.exe?f=login&p_lang=english&p_d=trmk

3. **Obtain your federal EIN number.**
4. **Determine your company structure** – LLC, for example.
5. **Setup a business banking account.**
6. (OPTIONAL) Apply for a business credit card.
7. (OPTIONAL) Open a QuickBooks account – purchase a select QuickBooks product.
8. **Hire a Compliance vendor or consultant.**
9. If you don't already have it, get your Series 65.
10. **Get registered – STATE or SEC.** (See Step 7, page 35 for a detailed overview of this step)

1. Purchase a domain name – again, **by purchasing the full Partner - RoadMap to Freedom program, you will receive a professional WordPress website at no additional cost** (this includes your new website, domain name, hosting, email, and logo / branding + a free resource to also help you update your Social Media profile (LinkedIn)).
2. **Setup your business email account** (this is included in the full RoadMap to Freedom program).
3. (OPTIONAL) Consider trademarking your company name.
4. **Purchase a suitable computer**, monitors, docking station, speakers, etc.
5. **Confirm your office location** – Remote (anywhere)? Shared space? Traditional brick & mortar office?
6. **Obtain your new firm's CRD number**.
7. Hopefully, you have partnered with a Compliance vendor or hired a Compliance consultant, but your new firm **compliance policies and select firm documents need to be created**.
8. **Confirm your selected Custodian(s)**.
9. Many Custodians will offer some of the following **tech stack solutions**. You will need all of these:
 - a. Performance Reporting
 - b. Trading & Portfolio Management
 - c. Billing & Invoicing
 - d. E-Signature
 - e. Client Portal
 - f. CRM
 - g. Cloud Storage
 - h. Financial Planning
 - i. Risk Analysis

NOTE: The **BONUS** section of this course contains a select list of recommended vendors and solutions.

1. **Buy a personal or group benefits plan** – including health, dental and vision coverage.
2. **Purchase an Errors & Omissions Insurance policy.**
3. (OPTIONAL) Consider a Director’s and Officer’s Liability policy.
4. (OPTIONAL) Consider a Fiduciary Liability policy.
5. (OPTIONAL) Consider an Employment Practices Liability policy.
6. (OPTIONAL) Consider a Professional Indemnity Liability policy.
7. (OPTIONAL) IF you use Social Media, select a suitable Social Media Compliance archiving provider.
8. **Gather all client information you are allowed to take with you** – again, SEEK LEGAL ADVICE.
9. **Create your various required Compliance documents** – or have your Compliance Vendor / Consultant create these:
 - a. U-4
 - b. Form ADV Part 1 & 2
 - c. Client Advisory Contracts
 - d. Investment Policy Statement
 - e. Privacy Policy Statement
 - f. Financial Planning Contracts
 - g. Code of Ethics
 - h. Policies & Procedures Manual

10. Consider building a client transition tracking report or spreadsheet.

11. Prepare your resignation letter.

12. Finally...on the last day...**RESIGN!** > It is best to resign on a Friday or over a holiday weekend so you can get a head start contacting your clients before they are reassigned.

9 LESSON

LAUNCH > LET'S GO!

OAKSPRINGPARTNERS.COM

Lesson 9 = Let's Go!

This may be the **EASIEST** and **HARDEST** step you will face...

The reality of actually leaving your current firm can cause you to second guess everything you have built up to this point, and for that reason this is the shortest lesson of this course for a reason.

But it's also one of the hardest ones...

Take a deep breath. You've got this!

Freedom Point # 1 > Know it's completely NORMAL to find yourself wanting to "pause" at this point.

Part of walking in FREEDOM is embracing things that are yet unknown. You can't build a business on your terms based on the circumstances of others.

Freedom Point # 2 > Something will always be in motion.

There will NEVER be a perfect time for each and every one of your clients – their RMD's, estate plans, pending transactions, wire movements, or even that next big ticket. By doing the work to get to this point, you are truly ready. Don't listen to fear or think a delay is wise. It's not. "Time kills all things", especially your dreams and goals.

This lesson is a reminder that the day you resign is **NOT A TASK** to complete, but your **official launch** into a life of FREEDOM, which has been intentionally built!

CONGRATULATIONS!

You have officially LAUNCHED!

At the end of PHASE 4, you have finished the final steps of your Pre-Launch efforts and officially launched your business!

Some of the final steps we covered in this final Pre-Launch phase were:

- A 120-day checklist for the final BUSINESS, COMPLIANCE and FIRM tasks needed to launch your business.
- Anticipate the tendency to PAUSE – push through and LAUNCH!

NEXT SECTION:

In PHASE 5, our Post-Launch, we will focus on making sure your clients follow and also how to scale your business the right way.

SECTION 2
POST-LAUNCH

[OAKSPRINGPARTNERS.COM](https://oakspringpartners.com)

10 LESSON

IMPLEMENT + GROW

OAKSPRINGPARTNERS.COM

PHASE 5 > Business Growth: Building Outward While Scaling Inward

- Lesson 10 = Implementing the Tools, Process & Structure You Need to Grow
- Summary > PHASE 5 Action Steps

Lesson 10 = Implementing the Tools, Process & Structure You Need to Grow

Building the right business structure includes 3 lenses: Protecting, Maintaining, and Growing Your Business

STEP 1 > PROTECT > Finalize an agreement with a suitable compliance partner.

Either hire an industry professional, someone with at least 10 years in the business, OR consider an external compliance consultant, like RIA In a Box, or even an independent partner – again, this can be an individual or a business that specializes in RIA compliance.

Keep in mind...

It is common for a NEW RIA to be audited sometime in the first year, often within the first 6 months, and typically every 2-5 years afterward.

This can vary depending on the state in which your RIA is registered...

This is a sample list of routine tasks from the SEC website (www.sec.gov).

Take this seriously and don't just source the cheapest option you can find!

As a registered investment adviser, you are required to adopt and implement written policies and procedures that are reasonably designed to prevent violations of the Advisers Act. The Commission has said that it expects that these policies and procedures would be designed to prevent, detect, and correct violations of the Advisers Act. You must review those policies and procedures at least annually for their adequacy and the effectiveness of their implementation and designate a chief compliance officer (“CCO”) to be responsible for administering your policies and procedures (under the “Compliance Rule” — Rule 206(4)-7).

We note that your policies and procedures are not required to contain specific elements. Rather, you should analyze your individual operations and identify conflicts and other compliance factors that create risks for your firm and then design policies and procedures that address those risks. The Commission has stated that it expects your policies and procedures, at a minimum, to address the following issues to the extent that they are relevant to your business:

- Portfolio management processes, including allocation of investment opportunities among clients and consistency of portfolios with clients' investment objectives, your disclosures to clients, and applicable regulatory restrictions.
- The accuracy of disclosures made to investors, clients, and regulators, including account statements and advertisements.
- Proprietary trading by you and the personal trading activities of your supervised persons.
- Safeguarding of client assets from conversion or inappropriate use by your personnel.
- The accurate creation of required records and their maintenance in a manner that secures them from unauthorized alteration or use and protects them from untimely destruction.
- Safeguards for the privacy protection of client records and information.
- Trading practices, including procedures by which you satisfy your best execution obligation, use client brokerage to obtain research and other services (referred to as "soft dollar arrangements"), and allocate aggregated trades among clients.
- Marketing advisory services, including the use of solicitors.
- Processes to value client holdings and assess fees based on those valuations; and
- Business continuity plans.

When you face your first audit, you will likely be asked for the following documents:

Keep in mind, this assumes you are using an OUTSIDE custodian (someone not within your firm), and simply MANAGING client assets.

Housing client assets internally (having “Custody” of client assets) would require a more intensive audit process:

- Copies of all digital (email and text) / written correspondence between you and your clients.

- Advertising – printed and digital.

- Financial Statements for your business.

- Accounting Records - Receipts, Disbursements, Journals, and general ledger detail.

- Bank Statements – including company credit card statements.

- Client Agreements

- Personal Transactions for employees of your firm – for both your Chief Compliance Officer / CCO (often called your “Registered Principal”) as well as all Representatives.

- A Complete List of all Discretionary Accounts – these are accounts that a Representative has “discretion” over, meaning a client does not need to authorize each and every transaction.

- Select or FULL records of Client Purchases and Sales for a set period of time.

- A Complete List of all Client Securities in all accounts – This is often referred to as your “Positions Report”.

STEP 2 > MAINTAIN > Strategize exactly how your week should look.

This step could be the most intensive post-launch, as you build the right operational structure for your new business.

For new or “no book” experienced Advisors, be sure to check out the Bonus Resources for this course, specifically the [sample weekly calendar](#).

If you have a sizable business, or a large enough book of business, you should consider launching with a team member that can function like a Client Associate or Administrative Assistant.

1. What days are you servicing existing clients?

Keep this to set days per week, or set times each day, if needed.

2. What days / times are you prospecting?

This does not need to be every day, especially after you are established.

For an experienced Financial Advisor with a book of business, this could be a minimal activity per week, if you are to the point that your business growth comes primarily from existing client referrals.

3. When do you focus on compliance efforts?

4. This can seem like an obvious question, but **when will you set aside time to build your new business?** This includes everything that goes with owning and running a business, from ordering toilet paper to changing lightbulbs!

STEP 3 > GROW > Recreate the same client service matrix you had in your former wirehouse.

Most transitioning Advisors will attest that servicing their clients effectively after they move ranks as the top priority in establishing your new business.

The first step to take is to sit down with your entire list of clients, again hopefully with a little help from an Administrative professional and rank all clients in terms of REVENUE and NEEDED TOUCHES per year.

There are numerous ways to build this, but this is the most basic and effective way to reconstruct your client service matrix.

Here's a quick note about REVENUE...

Remember, in the RIA world you are now charging a fee for advice.

This requires a different lens to establish the right client service matrix because you are no longer primarily focused on metrics like Assets Under Management / AUM or Commission revenue.

In the fee for advice business model, you actually have more freedom over your billing such that a bottom tier client could agree to a top tier level of service.

And...

Most likely your top tier clients will agree to a similar fee structure that you had under your former employer.

And yes, you can absolutely charge a fee based on AUM like you did before!

Not sure how to set this up?

Here are 3 common ways to collect fee revenue:

1. As a fixed percentage of assets / AUM over a specific time period – like quarterly or annually.
2. Sliding percentage of assets / AUM with a cap – this can also be over a fixed time period or indefinite.
3. Flat fee based on level of service.

Because this can be an extensive effort, be sure to check out the sample client service matrix included in the Bonus Resources section of this course!



B O N U S R E S O U R C E S

[OAKSPRINGPARTNERS.COM](https://oakspringpartners.com)

Welcome to the BONUS RESOURCES of your Freedom Roadmap!

Each of these resources was carefully compiled from years of helping successful Financial Advisors in Transition.

TIP: Click 'File' -> 'Print' -> 'Print Entire Workbook' to easily create a hard copy of these resources.

Sections	Purpose	Use
Tech Stack	This is a list of selected technology vendors to start your new RIA. This is NOT a comprehensive list...there are literally thousands of technology vendors!	Firm and Advisor Use Only
Business Summary Workbook	Use this resource to map out how your business will be built...take your time and really think through this!	Firm and Advisor Use Only
Client Service Tiers	Curious exactly how you will generate revenue in a fee for advice model? This is a sample client service matrix, with suggested asset level AND flat fee pricing.	Advisor and Client Use
Advisor Service Tiers	If you have ambition to grow your RIA to include other Financial Advisors, this is a helpful resource to help you finalize your affiliation policy (i.e. how Financial Advisors can work WITH you or UNDER your brand).	Firm and Advisor Use Only
Slow Launch Budget	This is a sample 5 year budget for an RIA starting from day 1. It includes an optional section toward the bottom to help forecast projected firm growth from onboarding additional Financial Advisors.	Firm Use Only
Fast Launch Budget	This is a more aggressive version of the Slow Launch Budget. The main difference is the shortened time frame to profitability and more aggressive onboarding assumption of new Financial Advisors.	Firm Use Only
Rep Payout Summary	A sample firm level report showing revenue and net income targets for your new RIA for the first 5 years. Note, net income can be affected based on how Financial Advisors choose to affiliate with your firm - should you want to grow to include other partners or employees.	Firm Use Only
Hybrid BD Report	The fastest growing firm affiliation model today is in the HYBRID space. These are broker dealers or "established firms" that allow a Financial Advisor to have both commissioned (typical wirehouse) and fee only business (think RIA). You do NOT necessarily need to give up your commissioned business to launch your RIA! If you are already used to fee based business, the move to full RIA is even easier...	Firm Use Only
Milestone + Tasklist	This is a comprehensive project task list of the most common tasks to launch an RIA - broken into 3 phases.	Firm Use Only
Business Mix Matrix	For NEW or NO BOOK experienced Financial Advisors - How many clients do you need, and at what suggested asset levels to build your business successfully over a target 5 year time frame?	Firm and Advisor Use Only
Weekly Time Blocking Calendar	For NEW or NO BOOK experienced Financial Advisors - A suggested weekly schedule to help you stay organized and focused on the right tasks at the right time.	Firm and Advisor Use Only
Advisor Revenue	For NEW or NO BOOK experienced Financial Advisors - A target income report to help benchmark your first 5 years in the business. Remember, plan for success! Fear is often the result of inactivity!	Firm and Advisor Use Only



Use this template to create your business on paper.

COMPANY:	
Business (Company) Name	
Will you market your business as your company name or DBA?	
If YES to a DBA, what will your name be?	
Company tagline?	
What are the top 3-5 values you will embrace as a business owner?	
<p>Write your mission statement ></p> <p>(1) > "I help (WHO you work with) +</p> <p>(2) > "by (WHAT you do) +</p> <p>(3) > "(HOW you do it)"</p>	<p><i>Example:</i></p> <p><i>"I help Financial Services professionals (< WHO) experience true personal and professional freedom (< WHAT) through my proven Roadmap to Freedom program (< HOW).</i></p> <p><i>Summary > I can take you from IDEA to FREEDOm in 6 months!"</i></p>

For Firm and Advisor Use Only - Copyright (c) 2023 - OakSpring Partners, LLC

BUSINESS:	
Financial Products - what are your core business products?	
Financial Product Providers	
Total number of CURRENT clients	
Define your IDEAL number of clients	
How many A tier clients do you want to work with?	
B tier clients?	
C tier clients?	
D tier clients? (if any)	

For Firm and Advisor Use Only - Copyright (c) 2023 - OakSpring Partners, LLC

METRICS:	
What is your current AUM (Assets Under Management)?	
Current Revenue / Gross Dealer Commission (GDC) / Production Credits (PC's), etc	
Current payout %	

For Firm and Advisor Use Only - Copyright (c) 2023 - OakSpring Partners, LLC

MARKETING:	
Logo	
Pick 2 to 3 select colors for your new brand / logo	
What would your business card look like? (a rough idea)	
Letterhead?	
Will you offer a newsletter? How often?	

For Firm and Advisor Use Only - Copyright (c) 2023 - OakSpring Partners, LLC

OFFICE:	
Office hours?	
Appointment schedule for meeting clients & prospects?	
Will you hire additional staff?	
If YES, how many and what will be their roles? (Keep in mind, you can outsource)	

For Firm and Advisor Use Only - Copyright (c) 2023 - OakSpring Partners, LLC



	Altruist TIER 1 <i>For less than 50 clients</i>	Wells Fargo Independent Financial Network TIER 2 <i>For 51-100 clients</i>	New RIA Firm TIER 3 <i>For more than 100 clients</i>
Custodian	Apex	First Clearing	Hybrid - Schwab / Pershing / Fidelity / Apex
Performance Reporting	Altruist - Integrated	SmartStation	Orion / Altruist
Fee Billing	Altruist - Integrated	SmartStation	Orion / Altruist
Client Portal	Altruist - Integrated	SmartStation	Orion / Altruist
Portfolio Management	Altruist - Integrated	SmartStation	Orion / Altruist
Risk Analytics	Riskalyze	SmartStation	Orion / Altruist (Hidden Levers + Basis Code)
Financial Planning	N/A	Envision + eMoney	Orion / Altruist (RightCapital)
Model Marketplace*	Altruist - Integrated	SmartStation	Orion / Altruist
E-Signature / Forms	Altruist - Integrated	SmartStation	Orion / Altruist
CRM + Imaging + Email + Speak	RedTail	Client Dashboard	RedTail
eMail Marketing	N/A	EMX	Orion
Mobile App	Altruist - Integrated	Wells Fargo	Orion / Altruist
Commission Reporting	N/A	SmartStation	Securities Back Office Solutions / SBOS
Payroll	Gusto	Wells Fargo	Paycor
Telephony / Direct DID	N/A	GoTo Connect	GoTo Connect
Website / Hosting / Email	-	-	-

* In essence, a Model Marketplace is a centralized platform where financial advisors can select from a series of third-party-created investment models, but retain control and discretion to implement the trades themselves (in an efficient manner) by leveraging trading and rebalancing software. And in just the past month, both TD Ameritrade (via iRebal rebalancing software), Riskalyze (via its new Autopilot rebalancing tools), and Orion Advisor Services (via their new Eclipse trading and rebalancing solution) have rolled out Model Marketplaces. And the emergence of Model Marketplaces appears to be supported by asset managers themselves, who are seeking new paths to distribute their (otherwise increasingly commoditized) investment products, along with new revenue opportunities from adding a layer of fees for model management itself.



	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6
	Full Service + Full Balance Sheet Wealth Management			Full Service		Fee for Planning
2 Fee Options	Diamond	Platinum	Gold	Silver	Bronze	Planning Fee Only
* Annual Advisory Fee >	50bps	75bps	100bps	125bps	150bps	\$2,500 one time
Flat Annual Fee >	\$ 5,000	\$ 4,000	\$ 3,000	\$ 2,000	\$ 1,500	\$2,500 one time
Custodian	Schwab / Pershing / Fidelity	Schwab / Pershing / Fidelity	Schwab / Pershing / Fidelity	Apex	Apex	-
Performance Reporting	Orion	Orion	Orion	Altruist	Altruist	-
Fee Billing	Orion	Orion	Orion	Altruist	Altruist	-
Client Portal	Orion	Orion	Orion	Altruist	Altruist	-
Portfolio Management	Orion	Orion	Orion	Altruist	Altruist	-
Risk Analytics	Orion	Orion	Orion	Altruist	Altruist	-
CRM	RedTail	RedTail	RedTail	RedTail	RedTail	-
Document Retention	RedTail	RedTail	RedTail	RedTail	RedTail	-
Financial Planning	Orion	Orion	Orion	RightCapital	RightCapital	-
Model Marketplace	Orion	Orion	Orion	Altruist	Altruist	-
E-Signature / Forms	Orion	Orion	Orion	Altruist	Altruist	-
Mobile App	Orion	Orion	Orion	Altruist	Altruist	-
eMail Marketing	Orion	Orion	Orion	-	-	-

For Advisor and Client Use - Copyright (c) 2023 - OakSpring Partners, LLC



	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6
	Full Service + Full Balance Sheet Wealth Management			Full Service		Fee for Planning
2 Fee Options	Diamond	Platinum	Gold	Silver	Bronze	Planning Fee Only
* Annual Advisory Fee >	50bps	75bps	100bps	125bps	150bps	\$2,500 one time
Flat Annual Fee >	\$ 5,000	\$ 4,000	\$ 3,000	\$ 2,000	\$ 1,500	\$2,500 one time

Comprehensive Wealth Management	Financial Planning + Investment Management	Financial Planning + Investment Management	Investment Management	Investment Management	Financial Plan ONLY
Quarterly Reviews	Quarterly Reviews	Semi-Annual Reviews	Semi-Annual Reviews	Annual Reviews	
Investment Management	Investment Management	Investment Management	Investment Management	Investment Management	
Ongoing Investment Advice	Ongoing Investment Advice	Ongoing Investment Advice	Ongoing Investment Advice	Ongoing Investment Advice	
Ongoing Portfolio Monitoring	Ongoing Portfolio Monitoring	Ongoing Portfolio Monitoring	Ongoing Portfolio Monitoring	Ongoing Portfolio Monitoring	
Online Client Portal	Online Client Portal	Online Client Portal	Online Client Portal	Online Client Portal	
Online Client Document Vault	Online Client Document Vault	Online Client Document Vault	Online Client Document Vault	Online Client Document Vault	
IRA / RMD Planning	IRA / RMD Planning	IRA / RMD Planning	IRA / RMD Planning	IRA / RMD Planning	
Quarterly Newsletter	Quarterly Newsletter	Quarterly Newsletter	Quarterly Newsletter	Quarterly Newsletter	
All-Inclusive Account Aggregation	All-Inclusive Account Aggregation	All-Inclusive Account Aggregation	All-Inclusive Account Aggregation	All-Inclusive Account Aggregation	
Performance Summary Reports	Performance Summary Reports	Performance Summary Reports	Performance Summary Reports	Performance Summary Reports	
Capital Gain Tax Planning	Capital Gain Tax Planning	Capital Gain Tax Planning	Capital Gain Tax Planning	Capital Gain Tax Planning	
Beneficiary Reviews	Beneficiary Reviews	Beneficiary Reviews	Beneficiary Reviews	Beneficiary Reviews	
Financial Goal Planning	Financial Goal Planning	Financial Goal Planning	Financial Goal Planning	Financial Goal Planning	
Customized Investment Models + Portfolio Construction	Customized Investment Models + Portfolio Construction	Customized Investment Models + Portfolio Construction	Customized Investment Models + Portfolio Construction	Customized Investment Models + Portfolio Construction	
Saving Needs Analysis	Saving Needs Analysis	Saving Needs Analysis	Saving Needs Analysis	Saving Needs Analysis	
Education Fund Strategies	Education Fund Strategies	Education Fund Strategies	Education Fund Strategies	Education Fund Strategies	
Survivor Needs / Insurance Review	Survivor Needs / Insurance Review	Survivor Needs / Insurance Review	Survivor Needs / Insurance Review	Survivor Needs / Insurance Review	
Long Term Care Planning	Long Term Care Planning	Long Term Care Planning	Long Term Care Planning	Long Term Care Planning	
Annual 401(k) Education	Annual 401(k) Education	Annual 401(k) Education	Annual 401(k) Education	Annual 401(k) Education	
Collaboration with CPA's and Attorneys	Collaboration with CPA's and Attorneys				
Estate Planning	Estate Planning				
Tax Planning Strategies	Tax Planning Strategies				
Executive Compensation Analysis	Executive Compensation Analysis				
Income Distribution Strategies	Income Distribution Strategies				
Charitable Planning Strategies					
Complex Trust Strategies					
Estate Settlement Assistance					
Small Business Strategies + Succession Planning					
Wealth Transfer Education					

* Annual fees are billed quarterly in arrears

	"Core Plus" *	"Core" *	"Basic Plus" *	"Basic"
	Use <u>OUR</u> Tech Stack - Orion + RedTail Use <u>OUR</u> Branding FULL Compliance & Business Support	Use <u>OUR</u> Tech Stack - Orion + RedTail Use <u>YOUR</u> firm Branding FULL Compliance & Business Support	Use <u>OUR</u> Tech Stack - Altruist + RedTail Use <u>YOUR</u> firm Branding FULL Compliance & Business Support	Use <u>YOUR</u> Tech Stack + <u>OUR</u> CRM - RedTail Use <u>YOUR</u> firm Branding FULL Compliance & Business Support
Technology Fee >	\$100 / Account	\$100 / Account	\$50 / Account	\$2,000 Annual Tech Fee
Custodian	Flexible > Schwab / TDA / Pershing / Fidelity	Flexible > Schwab / TDA / Pershing / Fidelity	Apex ONLY	
Performance Reporting	Orion	Orion	Altruist	
Fee Billing	Orion	Orion	Altruist	
Client Portal	Orion	Orion	Altruist	
Portfolio Management	Orion	Orion	Altruist	
Risk Analytics	Orion	Orion	Altruist	
CRM	RedTail	RedTail	RedTail	RedTail
Document Retention	RedTail	RedTail	RedTail	RedTail
Financial Planning	Orion	Orion	N/A	
Model Marketplace	Orion	Orion	Altruist	
E-Signature / Forms	Orion	Orion	Altruist	
Mobile App	Orion	Orion	Altruist	
eMail Marketing	Orion	Orion	N/A	
Affiliation Fee >	10% - 20% of Total Advisory GDC / T12	Flat 20% OF Total Advisory GDC / T12	Flat 15% OF Total Advisory GDC / T12	\$30,000 Annual Fee - Can be paid MONTHLY or QUARTERLY
Compliance Monitoring	INCLUDED	INCLUDED	INCLUDED	INCLUDED
Technology Support	INCLUDED	INCLUDED	INCLUDED	INCLUDED
Systems Support	INCLUDED	INCLUDED	INCLUDED	INCLUDED
Business Coaching	INCLUDED	INCLUDED	INCLUDED	INCLUDED
	<small>* Does NOT Include EBO Insurance + Registration Costs</small>	<small>* Does NOT Include EBO Insurance + Registration Costs</small>	<small>* Does NOT Include EBO Insurance + Registration Costs</small>	OPTIONAL > Business Freedom - PLAN OPTIONAL > Business Freedom - PARTNERSHIP

BONUS ADD-ON PACKAGES:

<p>Need a proven <u>PLAN</u> to gain your business FREEDOM? Let us help create YOUR Personalized RIA Launch Plan > <i>"Your RoadMap to Business Independence"</i></p> <p>- FREE 45 Minute Initial Consultation Session + 2 Hour Coaching Discovery Session - Personalized Plan to follow within 10 business days.</p>	<p>\$1,500 ONE TIME Consulting Fee - 2 Week Process</p>
<p>Need a battle tested <u>PROCESS</u> to help you gain your business FREEDOM? We help great Advisors escape the Wirehouse Prison - taking you from IDEA to LAUNCH...</p> <p>- INCLUDES: <i>"Your RoadMap to Business Independence"</i> RIA Launch Plan + Video Course - FREE 45 Minute Initial Consultation Session + 6 Monthly Coaching Sessions - This is a comprehensive 6 month process - with 45 minute sessions for you and your team (up to 10 team members)</p>	<p>\$3,000 ONE TIME Consulting Fee - 6 Month Process</p>
<p>Need a trusted <u>PARTNER</u> + <u>CUSTOM WEB PRESENCE</u> to help you gain your business FREEDOM? We help great Advisors escape the Wirehouse Prison - taking you from IDEA to LAUNCH...</p> <p>- INCLUDES: <i>"Your RoadMap to Business Independence"</i> RIA Launch Plan + Video Course - FREE 45 Minute Initial Consultation Session + 12 bi-weekly Coaching Sessions + Custom WordPress Website and Business Email - This is a comprehensive 6 month process - with 45 minute sessions for you and your team (up to 10 team members)</p>	<p>\$6,000 ONE TIME Consulting Fee - 6 Month Process</p>



Category	Proposed	LAUNCH	+6 Months	+12 Months	Year 2	Year 3	Year 4	Year 5
RIA Filing Fees	RIA-Consulting Group + Monthly Retainer	\$ 4,000	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300
Castellan	Hybrid - Schwab / Pershing / Fidelity / Apex	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Accommodating BD Override	Select BD Firm	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
E&O Insurance	Current Vendor (*)	\$ 2,800	\$ 1,200	\$ 1,200	\$ 2,400	\$ 2,400	\$ 2,400	\$ 2,400
STAFF:								
Finance	CFO - Role assumed by CEO at launch	\$ 2,500	\$ -	\$ -	\$ -	\$ 40,000	\$ 30,000	\$ 60,000
Admin Support	Assistant to CEO / Interim COO	\$ -	\$ -	\$ -	\$ -	\$ 65,000	\$ 67,000	\$ 69,000
Compliance	CCO (Outsourced - RIA-in-A-Box) / Internal Staff	\$ -	\$ -	\$ -	\$ 44,880	\$ 75,000	\$ 77,000	\$ 79,000
Legal	CLO (Outsourced)	\$ -	\$ -	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000
Operations	COO - Role assumed by CEO at launch	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 65,000	\$ 67,000
Technology	CTO - Role assumed by CEO at launch	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000	\$ 15,000
Support	Client Associate	\$ -	\$ -	\$ -	\$ 62,000	\$ 64,000	\$ 66,000	\$ 68,000
Taxes	CFA	\$ -	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000
TOTAL TECH STACK COSTS: Assumes sample 9 FA's / 1,000 households		\$ -	\$ 4,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000
Performance Reporting	Orion							
Fee Billing	Orion							
Client Portal	Orion							
Portfolio Management	Orion							
Financial Planning	Orion							
Model Marketplace*	Orion							
E-Signature / Forms	Orion							
Document Retention	Orion							
Mobile App	Orion							
eMail Marketing	Orion							
Risk Analytics	Orion	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
CRM + Imaging + Email + Speak	RedTail	\$ -	\$ 1,260	\$ 1,260	\$ 3,192	\$ 3,384	\$ 3,576	\$ 4,056
Accounting Software	Quickbooks	\$ -	\$ 255	\$ 255	\$ 310	\$ 310	\$ 310	\$ 310
Commission Reporting	Securitize Back Office Solutions / SBOS	\$ 3,200	\$ 7,800	\$ 13,775	\$ 13,775	\$ 13,775	\$ 13,775	\$ 13,775
Payroll	Gusto	\$ -	\$ 474	\$ 984	\$ 984	\$ 984	\$ 984	\$ 984
ADDITIONAL EXPENSES:								
Telephony (VOIP Provider)	Intulce	\$ -	\$ 1,776	\$ 3,360	\$ 5,280	\$ 5,772	\$ 6,300	\$ 7,200
Advisor Recruiting / Marketing	General budget item	\$ -	\$ -	\$ 2,000	\$ 6,000	\$ 8,000	\$ 10,000	\$ 12,000
Website: SEO	OakSpring Partners	\$ -	\$ -	\$ -	\$ 1,000	\$ 1,000	\$ 2,000	\$ 4,000
Website: Hosting / Email	OakSpring Partners	\$ 2,500	\$ -	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
TOTAL EXPENSES		\$ 15,300	\$ 21,265	\$ 59,334	\$ 176,921	\$ 316,325	\$ 416,045	\$ 439,425
TOTAL REVENUES - from team		\$ -	\$ 35,330	\$ 238,900	\$ 238,900	\$ 238,900	\$ 238,900	\$ 238,900
From additional hires		\$ -	\$ -	\$ -	\$ 250,000	\$ 375,000	\$ 500,000	\$ 612,500
OPTIONAL > Forecasted business growth from onboarding additional Financial Advisors								
			Assumes NO additional FAs hired	Assumes 40 Advisors hired (one launch with sample \$500k in Advisory T12 / each + 10% override fee	Assumes 40 Advisors hired (one launch with sample \$500k in Advisory T12 / each + 10% override fee	Assumes 40 Advisors hired (one launch with sample \$500k in Advisory T12 / each + 10% override fee	Assumes 40 Advisors hired (one launch with sample \$500k in Advisory T12 / each + 10% override fee	Assumes 40 Advisors hired (one launch with sample \$500k in Advisory T12 / each + 10% override fee
Net Income >	\$ (15,300)	\$ 14,065	\$ 179,566	\$ 312,379	\$ 297,575	\$ 322,855	\$ 611,975	\$ 611,975
Suggested Managing Partner / Owner Draw (50% of net income) >	\$ 0	\$ 7,032.53	\$ 89,783.00	\$ 156,189.50	\$ 148,787.50	\$ 161,427.50	\$ 305,937.50	\$ 305,937.50

Altruist - OPTIONAL SERVICES & BASE FEE:		
RightCapital (Planning) - \$179/mth	\$	2,160 Per Advisor / year
Ceamy Professional (Scheduling) - \$12/mth	\$	144 Per Advisor / year
WealthBox (CRM + Storage) - \$59/mth	\$	708 Per Advisor / year
Riskalyze Elite (Compliance) - \$350/mth	\$	4,200 Per Advisor / year
Cost per Account = \$1/mth	\$	2,400 Per Advisor / year

< Assumes sample 300 accounts / first 100 are free.



\$ 9,612 < Total YEAR
 \$ 801 < Total MONTH
 \$5MM in AUM - Altruist will pay for RightCapital and WealthBox (Works on reimbursement basis)

Category	Proposed	LAUNCH	+6 Months	+12 Months	Year 2	Year 3	Year 4	Year 5	
RIA Filing Fees	RIA-Consulting Group + Monthly Retainer	\$ 7,000	\$ -	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	
Cartodian	Hybrid - Schwab / Perahing / Fidelity / Apex	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Accommodating BD Override	Select BD Firm	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Outsourced Compliance	RIA-In-A-Box	\$ -	\$ -	\$ -	\$ 30,000	\$ -	\$ -	\$ -	
EEO Insurance	?								
STAFF:									
Finance	CTO - Assumed by CEO at launch / Outsourced - Fractional	\$ -	\$ -	\$ -	\$ 40,000	\$ 50,000	\$ 60,000	\$ 70,000	
Admin Support	Assistant to CEO / Interim COO	\$ -	\$ -	\$ 55,000	\$ 57,000	\$ 59,000	\$ 61,000	\$ 63,000	
Compliance	COO - Assumed by CEO at launch / Outsourced - RIA-In-A-Box / Staff	\$ -	\$ -	\$ -	\$ 44,880	\$ 45,840	\$ 46,800	\$ 47,760	
Operations	COO	\$ -	\$ -	\$ -	\$ -	\$ 65,000	\$ -	\$ -	
Technology	CTO - Assumed by CEO at launch / Outsourced - Fractional	\$ -	\$ -	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	
Support	Support Associate - Level 1	\$ -	\$ -	\$ 60,000	\$ 62,000	\$ 64,000	\$ 66,000	\$ 68,000	
Taxes	CPA	\$ -	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	
TOTAL TECH STACK COSTS: Assumes sample 9 FA's / 1,000 households		\$ -	\$ 4,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	
Performance Reporting	Orion / Altruit								
Fee Billing	Orion / Altruit								
Client Portal	Orion / Altruit								
Portfolio Management	Orion / Altruit								
Financial Planning	Orion								
Model Marketplace*	Orion / Altruit								
E-Signature / Forms	Orion / Altruit								
Document Retention	Orion								
Mobile App	Orion / Altruit								
eMail Marketing	Orion								
Risk Analytics	Orion / Altruit (Hidden Levers + Risk Code)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
CRM + Imaging + Email + Speak	RealToll	\$ -	\$ 1,260	\$ 2,028	\$ 5,016	\$ 5,016	\$ 5,016	\$ 5,016	
Accounting Software	QuickBooks	\$ -	\$ 255	\$ 255	\$ 510	\$ 510	\$ 510	\$ 510	
Commission Reporting	Securities Back Office Solutions / SBOs	\$ 3,300	\$ 7,800	\$ 13,775	\$ 13,775	\$ 13,775	\$ 13,775	\$ 13,775	
Payroll	Gusto	\$ -	\$ 474	\$ 984	\$ 984	\$ 984	\$ 984	\$ 984	
ADDITIONAL EXPENSES:									
Telephony (VOIP Provider)	Intuit	\$ -	\$ 7,140	\$ 10,368	\$ 12,432	\$ 12,432	\$ 12,432	\$ 12,432	
Advisor Recruiting / Marketing	Genartel budget item	\$ -	\$ -	\$ 20,000	\$ 30,000	\$ 40,000	\$ 50,000	\$ 60,000	
Website: SEO	OakSpring Partners	\$ -	\$ -	\$ -	\$ 1,000	\$ 1,000	\$ 2,000	\$ 4,000	
Website: Hosting / Email	OakSpring Partners	\$ 2,500	\$ -	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	
TOTAL EXPENSES		\$ 13,000	\$ 26,929	\$ 224,910	\$ 360,097	\$ 420,057	\$ 395,217	\$ 427,217	
TOTAL REVENUES - from team		\$ -	\$ 35,330	\$ 238,500	\$ 238,500	\$ 238,500	\$ 238,500	\$ 238,500	
From additional hires		\$ -	\$ 625,000	\$ 1,250,000	\$ 1,875,000	\$ 1,875,000	\$ 1,875,000	\$ 1,875,000	
OPTIONAL -> Forecasted business growth from onboarding additional Financial Advisors									
			Assumes +10 Advisors hired since launch with sample \$500K in Advisory T12 / each = 10% override fee	Assumes +20 Advisors hired since launch with sample \$500K in T12 Advisory / each	Assumes +30 Advisors hired since launch with sample \$500K in T12 Advisory / each	Assumes +30 Advisors hired since launch with sample \$500K in T12 Advisory / each	Assumes +30 Advisors hired since launch with sample \$500K in T12 Advisory / each	Assumes +30 Advisors hired since launch with sample \$500K in T12 Advisory / each	
Net Income >		\$ (13,000)	\$ 635,401	\$ 1,263,990	\$ 1,753,803	\$ 1,693,843	\$ 1,714,683	\$ 1,686,683	
Suggested Managing Partner / Owner Draw (50% of net income) >		\$ 0	\$ 317,700.53	\$ 631,995.00	\$ 876,901.50	\$ 846,921.50	\$ 857,341.50	\$ 843,341.50	

Altruit - OPTIONAL SERVICES & BASE FEE:	
RightCapital (Planning) - \$179/mth	\$ 2,160 Per Advisor / year
Calendly Professional (Scheduling) - \$12/mth	\$ 144 Per Advisor / year
WealthBox (CRM + Storage) - \$59/mth	\$ 708 Per Advisor / year
Riskalyze Elite (Compliance) - \$350/mth	\$ 4,200 Per Advisor / year
Cost per Account = \$1/mth	\$ 2,400 Per Advisor / year

* Assumes sample 300 accounts / first 100 are free.



\$5MM in AUM - Altruit will pay for RightCapital and WealthBox (Works on reimbursement basis)

\$ 9,612 < Total YEAR
\$ 801 < Total MONTH

SAMPLE RIA with 5 Financial Advisors

Sample Advisor	Advisory GDC	Advisory % of Total Business	Advisory Account Total	OSP Core Plus Technology Fee \$100 / Account	"Core Plus" - Full Tech Stack with Orion Technology			"Core" - Basic Tech Stack with Altruist Platform			Effective Payout
					TIERED Override Fee - Total Advisory GDC			FLAT 90% Override Fee - Total Advisory GDC			
					90% Payout	85% Payout	80% Payout	90% Payout	90% Payout	90% Payout	
					10% Override (> \$250K T12)	15% Override (\$100K-\$250K T12)	20% Override (< \$100K T12)	10% Override (> \$250K T12)	10% Override (\$100K-\$250K T12)	10% Override (< \$100K T12)	
1	\$ 414,000	59%	414000	350	35,000	41,400	-	-	-	-	82%
2	\$ 240,000	95%	240000	150	15,000	-	36,000	-	-	-	79%
3	\$ 240,000	90%	240000	100	10,000	-	36,000	-	-	-	81%
4	\$ 240,000	90%	240000	125	12,500	-	36,000	-	-	-	80%
5	\$ 60,000	80%	60000	50	5,000	-	-	12,000	-	-	72%
Totals >		\$ 1,194,000		775	\$ 77,500	\$ 161,400					
Orion Tech Fee / Yearly >					\$ (38,750)						
RedTail Fee / Yearly >					\$ (15,792)						
Total Fee Revenue >					\$ 238,900						
LBS Tech Cost >					\$ (54,542)						
NET REVENUE >					\$ 184,358						

NOTE: Does NOT include E&O Insurance or Registration Costs



FIRM	Hybrid Allowed
SCF Securities / NEXT / Atria	Y
Royal Alliance Associates / Advisor Group	-
Northwestern Mutual	N
Cambridge Investment Research	N
Equitable Advisors	N
MML Investors Services	N
Avantax Investment Services	N
Securities America / Advisor Group	Y
Park Avenue Securities	N
Principal Securities	N
Kestra Financial	Y
Commonwealth Financial Network	Y
Sagepoint Financial	-
Waddell & Reed Financial Advisors	N
Securian Financial Services	N
The Leaders Group	Y
Prospera Financial	Y
Ameritas Investment Company	N
Lincoln Investment Planning	N
Concourse Financial Group Securities	N
Triad Advisors / Advisor Group	Y
Hornor, Townsend & Kent	N
American Portfolio Financial Services	N
FSC Securities / Advisor Group	N
M Financial Group	N
The O.N. (Onesco) Equity Sales Co	N
Centaurus Financial	N
Sigma Financial Corp	N
Independent Financial Group	N
J.W. Cole Financial	N
United Planners Financial Services	N
Equity Services	Y
Planmember Services Corp	N
Grove Point Financial / Kestra	N
Calton & Associates	Y
Kovack Securities	Y
Fortune Financial Services	Y
Crown Capital Securities	N
Parkland Securities	N
LaSalle St. Securities	N
The Investment Center	N
Harbour Investments	Y
Parkerland Brokerage Services	N
Geneos Wealth Management	N
Stratos Wealth Advisors	N
Altruist	N
TradePMR	N
Equity Advisor Solutions	N



For Firm Use Only - Copyright (c) 2023 - OakSpring Partners, LLC

FIRM NAME > Sample Wealth Management Firm

Task ID	Milestone Name	Task Name	Start Date	Due Date	% Completed	Completion Date
T1	PHASE 1	Custody Relationship Review			0	-
T2	PHASE 1	Legal Support / Retainer			0	-
T3	PHASE 1	Scope of Business Review - Core Business Product Mix			0	-
T4	PHASE 1	State vs. SEC Filing			0	-
T5	PHASE 1	E&O Insurance			0	-
T6	PHASE 1	Staff - Pre & Post Launch			0	-
T7	PHASE 1	Management - Pre & Post Launch			0	-
T8	PHASE 1	Source select tech stack partners (I.e. Orion)			0	-
T9	PHASE 1	Source select CRM partner			0	-
T10	PHASE 1	Website Hosting			0	-
T11	PHASE 1	Legal - Ongoing			0	-
T12	PHASE 1	Generate ALL agreement forms for Financial Advisors who will be employed by the RIA			0	-
T13	PHASE 2	FA Payouts			0	-
T14	PHASE 2	Fees - one time and ongoing			0	-
T15	PHASE 2	Profit Margin Targets			0	-
T16	PHASE 2	Finalize Ownership Structure > Producer / Partner / Shareholder			0	-
T17	PHASE 2	Incentive Comp			0	-
T18	PHASE 2	Succession Plan Templates - both for Business & ownership for RIA			0	-
T19	PHASE 2	Define Total Customer Experience - from onboarding to ongoing			0	-
T20	PHASE 2	Brand / Logo			0	-
T21	PHASE 2	"Easy to join, easy to leave" - Build this ideology into Vision & Values			0	-
T22	PHASE 2	Trade Blotter Surveillance			0	-
T23	PHASE 2	Text Surveillance			0	-
T24	PHASE 2	Email Surveillance			0	-
T25	PHASE 2	Trading Oversight			0	-
T26	PHASE 2	Social Media Archiving			0	-
T27	PHASE 2	Telephony - Optional > Single DID to integrate inbound text, fax & voice			0	-
T28	PHASE 2	Rep Agreements			0	-
T29	PHASE 2	Client Agreements			0	-
T30	PHASE 2	E&O Coverage			0	-
T31	PHASE 2	Confidentiality Agreements - for employees, reps & vendors			0	-
T32	PHASE 2	Client Profile form - Online & Digital			0	-
T33	PHASE 2	RIA Setup			0	-
T34	PHASE 2	State vs. SEC initial filing			0	-
T35	PHASE 2	Scope of Business			0	-
T36	PHASE 2	Entity name			0	-
T37	PHASE 2	Form ADV 1 & 2			0	-
T38	PHASE 2	Form CRS			0	-
T39	PHASE 2	Licensing			0	-
T40	PHASE 2	OBA Disclosures			0	-
T41	PHASE 2	Continuing Education - Firm Element			0	-
T42	PHASE 2	Compliance Manual			0	-
T43	PHASE 2	OBA Disclosures			0	-
T44	PHASE 2	Code of ethics			0	-
T45	PHASE 2	Business Continuity Plan / BCP			0	-
T46	PHASE 2	Offer Wrap Accounts?			0	-
T47	PHASE 2	Shareclasses			0	-
T48	PHASE 2	Update Wholesaler Partner List			0	-
T49	PHASE 2	Tech Stack			0	-
T50	PHASE 2	Orion - Setup complete + integration with other providers where possible			0	-
T51	PHASE 2	RedTail CRM			0	-
T52	PHASE 2	Integrated Communication System			0	-
T53	PHASE 2	Email & Text archive			0	-
T54	PHASE 2	Social Media monitoring			0	-
T55	PHASE 2	Trading Oversight			0	-
T56	PHASE 2	E-Doc Storage			0	-
T57	PHASE 2	Website			0	-
T58	PHASE 2	Website Hosting			0	-
T59	PHASE 2	Fee Payment System - including Payroll provider			0	-

FIRM NAME > Sample Wealth Management Firm

Task ID	Milestone Name	Task Name	Start Date	Due Date	% Completed	Completion Date
T60	PHASE 2	Payouts & Static fees - Accounts Payable			0	-
T61	PHASE 2	Review OKTA seamless login capability - if a la cart services are to be added			0	-
T62	PHASE 2	Explore with team Trademark process that can differentiate PWM			0	-
T63	PHASE 3	Access to Resources - A la cart			0	-
T64	PHASE 3	Marketing Strategies			0	-
T65	PHASE 3	Joint agreements with other RIAs			0	-
T66	PHASE 3	Finalize client migration process to change custodians - fees? process? expectations?			0	-



SAMPLE BUSINESS GROWTH STRATEGY - FOR NEW FINANCIAL ADVISORS / NO BOOK EXPERIENCED FINANCIAL ADVISORS

Client Tiers / AUM	Max # Clients by Year 5	Year 1		Year 2		Year 3		Year 4		Year 5		Business Mix - By Tr 5		Business Mix Breakdown	
		# New Clients - Y1	\$ In new AUM - Y1	# New Clients - Y2	\$ In new AUM - Y2	# New Clients - Y3	\$ In new AUM - Y3	# New Clients - Y4	\$ In new AUM - Y4	# New Clients - Y5	\$ In new AUM - Y5	# Clients by Tier	\$ AUM by Tier	% Clients to Total	\$ - AUM to Total
1. \$1MM+	30	0	\$ -	1	\$ 1,000,000.00	1	\$ 1,000,000.00	1	\$ 1,000,000.00	2	\$ 2,000,000.00	5	\$ 5,000,000.00	5	5.00%
2. \$500K - \$1MM	30	2	\$ 1,000,000.00	3	\$ 1,500,000.00	4	\$ 2,000,000.00	5	\$ 2,500,000.00	6	\$ 3,000,000.00	20	\$ 10,000,000.00	20%	40%
3. \$250K - \$500K	40	4	\$ 1,000,000.00	6	\$ 1,500,000.00	8	\$ 2,000,000.00	10	\$ 2,500,000.00	12	\$ 3,000,000.00	40	\$ 10,000,000.00	40%	20%
4. \$100K - \$250K	60	8	\$ 1,500,000.00	4	\$ 1,000,000.00	4	\$ 1,000,000.00	4	\$ 1,000,000.00	0	\$ -	18	\$ 4,500,000.00	18%	15%
5. 0-\$100K	30	8	\$ 400,000.00	6	\$ 300,000.00	3	\$ 150,000.00	0	\$ -	0	\$ -	17	\$ 350,000.00	17%	3%
	150	20	\$ 3,900,000.00	20	\$ 5,100,000.00	20	\$ 6,150,000.00	20	\$ 7,000,000.00	20	\$ 8,000,000.00	100	\$ 31,950,000.00	100%	100%

Sample Revenue + Commission Projections	Year 1	Year 2	Year 3	Year 4	Year 5
- Assumes advisory fee of 1%	\$ 39,000	\$ 53,000	\$ 61,500	\$ 70,000	\$ 80,000
- Sample IRA payout of 90%	\$ 35,100	\$ 47,700	\$ 55,350	\$ 63,000	\$ 72,000
Accumulated Revenue Totals >	\$ 39,000	\$ 92,000	\$ 153,500	\$ 223,500	\$ 303,500
Accumulated Commission Totals >	\$ 35,100	\$ 87,800	\$ 138,150	\$ 201,150	\$ 273,150



Weekly Time Blocking Calendar

SAMPLE WEEKLY CALENDAR - FOR NEW FINANCIAL ADVISORS / NO BOOK EXPERIENCED FINANCIAL ADVISORS

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7am	EXERCISE + Quiet Time	EXERCISE + Quiet Time	EXERCISE + Quiet Time	EXERCISE + Quiet Time	WEEKLY BIBLE STUDY	REST	REST
8am	Staff Meeting - Review Weekly Calendar	Staff Meeting Email	Staff Meeting Email	Staff Meeting Email	Staff Meeting Client / Prospect Follow-ups	FAMILY TIME	
9am	LinkedIn Prospecting + Bi-Weekly Post #1	Client Meeting 1 (45 mins) -or- Prospecting	Client Meeting 1 (45 mins) -or- Prospecting	Client Meeting 1 (45 mins) -or- Prospecting	LinkedIn Prospecting + Bi-Weekly Post #2		
10am	Community Networking	Client Meeting 2 (45 mins) -or- Prospecting	Client Meeting 2 (45 mins) -or- Prospecting	Client Meeting 2 (45 mins) -or- Prospecting	Online Prospecting	Church / Worship	
11am		Client Meeting 3 (45 mins) -or- Prospecting	Client Meeting 3 (45 mins) -or- Prospecting	Client Meeting 3 (45 mins) -or- Prospecting			
12pm		Working Lunch (Meeting or Prospecting)	Working Lunch (Meeting or Prospecting)	Working Lunch (Meeting or Prospecting)	Lunch		
1pm							
2pm		Client Meeting 4 (45 mins) -or- Prospecting	Client Meeting 4 (45 mins) -or- Prospecting	Client Meeting 4 (45 mins) -or- Prospecting	Email	FAMILY OUTING or Outing with Select Clients / Prospects	
3pm		Client Meeting 5 (45 mins) -or- Prospecting	Client Meeting 5 (45 mins) -or- Prospecting	Client Meeting 5 (45 mins) -or- Prospecting	Review Weekly Activity with Mentor		
4pm		Client Meeting 6 (45 mins) -or- Prospecting	Client Meeting 6 (45 mins) -or- Prospecting	Client Meeting 6 (45 mins) -or- Prospecting		Read: Research, News, Industry / Company Updates + Review Week Ahead and Pray	
5pm		Client / Prospect Follow-ups	Client / Prospect Follow-ups	Client / Prospect Follow-ups	OFF		
6pm	Networking Follow-ups	Email	Email	Email	OFF	READ / MUSIC	
7pm	Email	OFF	OFF	OFF	OFF	REST	BIKE RIDE



For Firm and Advisor Use Only - Copyright (c) 2023 - OakSpring Partners, LLC

SAMPLE 5 YR REVENUE GROWTH PLAN - FOR NEW FINANCIAL ADVISORS / NO BOOK EXPERIENCED FINANCIAL ADVISORS

YEAR	AUM Goal	Advisory Fees @ 1%	RIA Payout (80%)	Cumulative Payout	Cumulative AUM
1	\$3,000,000	\$30,000	\$24,000	\$24,000	\$3,000,000
2	\$4,500,000	\$45,000	\$36,000	\$60,000	\$7,500,000
3	\$5,500,000	\$55,000	\$44,000	\$104,000	\$13,000,000
4	\$6,000,000	\$60,000	\$48,000	\$152,000	\$19,000,000
5	\$7,000,000	\$70,000	\$56,000	\$208,000	\$26,000,000

TOTAL > \$26,000,000

