Growth & Transitions Consulting

MARK, MEASURE, MONITOR, MASTER

CONGRATULATIONS ON TRANSFORMING YOUR PRACTICE INTO AN EQUITY-BASED BUSINESS. YOU'VE OFFICIALLY COMPLETED THE FIRST MILESTONE ON THE ROAD TO BUILDING A SUSTAINABLE BUSINESS.

The average practice we work with is achieving and sustaining over

25%
annual growth

FOCUS ON SUCCESS

While your new equity-based business will require ongoing attention, we also know your business, staff and personal goals will evolve over time.

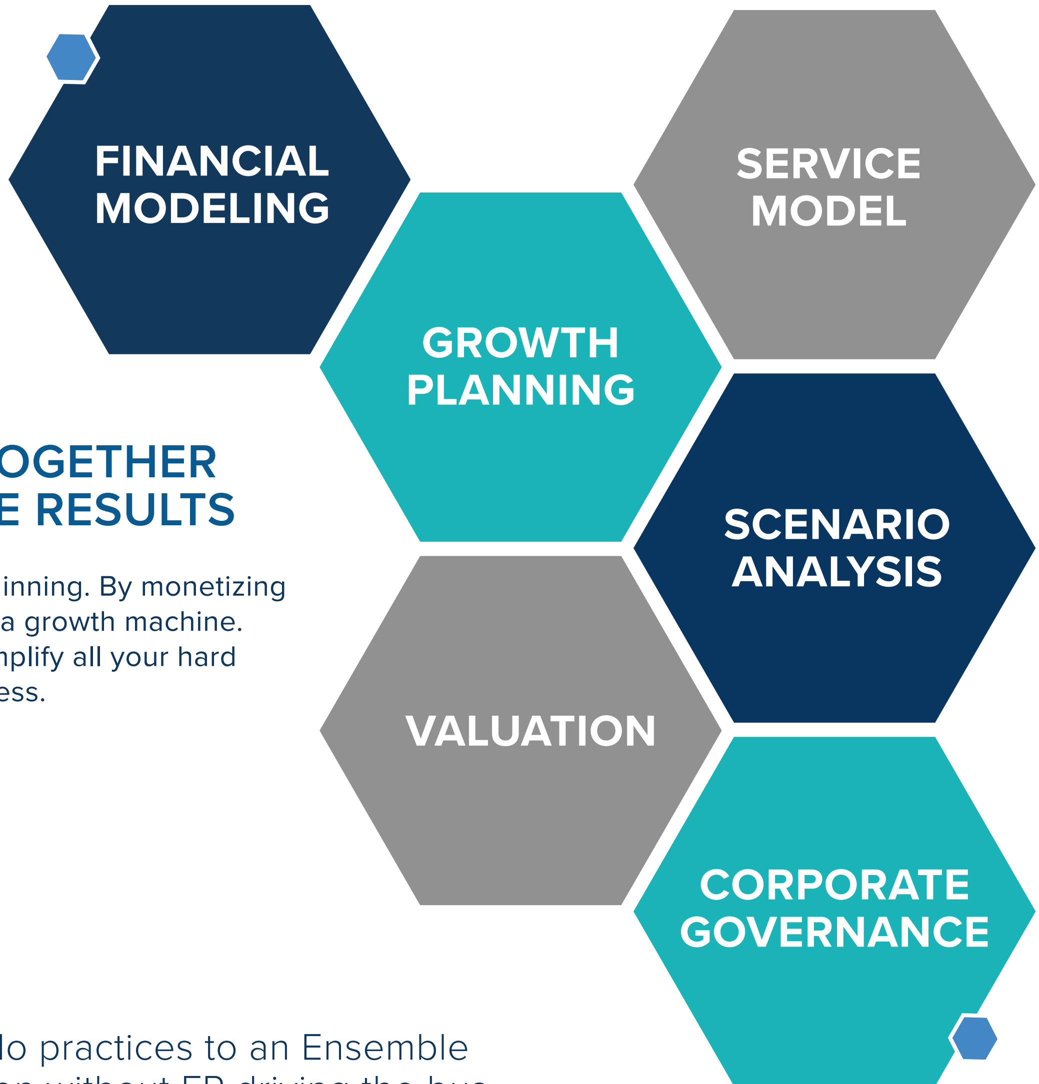
At this stage, many firms begin focusing on recruiting and retaining talent and identifying sources of growth. It's also a common time to begin transitioning the business to next generation owners, reviewing financing options for equity ownership, and gaining a fair market value on the business. Oftentimes firms need to simultaneously manage all of these aspects!

Rest assured - the work you've already completed means we can now leverage sophisticated tools and dynamic options to accomplish your goals. You're leaning in today to protect the value of your assets. Our Growth & Transitions Program process affords you space to make intentional business decisions regardless of the circumstance. By teaming with FP Transitions, you've got a partner at your side, guiding you every step of the way.

A Trusted Partnership

Teaming with FP Transitions means entering a trusted partnership with 130+ Northwestern Mutual businesses served to-date. As a result, these Northwestern Mutual advisors are experiencing above-average revenue and profitability, and seeing an average EBITDA multiple of 6x earnings.

AN INTEGRATED SOLUTION



PUTTING IT ALL TOGETHER FOR MEASURABLE RESULTS

This growth journey is just beginning. By monetizing your business, you've created a growth machine. Now it's time to protect and amplify all your hard work by focusing on the business.

> Our transition from silo practices to an Ensemble flat out doesn't happen without FP driving the bus.
>
> \- Ascent Wealth Partners

Our extensive knowledge stems from over 20 years in the wealth management industry and having completed more than 14,000 valuations. Our Business Intelligence team continues to capture and leverage these unique data points which ensure our work is on the forefront of the industry. Our clients receive the most current information regarding catalysts for growth and transition, evolution, and sustainability.

FINANCIAL STRATEGY & SUPPORT

FOCUS 1

FINANCIAL FORECASTING

Quarterly Check-In Calls

Financial Analysis

**KPIs for GROWTH*

FOCUS 2

FINANCIAL MODELING

Succession Modeling

Mergers & Acquisitions

Financing Options

**AUM Revenue Growth Plan*

**Expenses*

**Staffing & Productivity*

FOCUS 3

VALUATION & BENCHMARKING

Valuation Report & Review

Benchmarking Report & Review

FOCUS 4

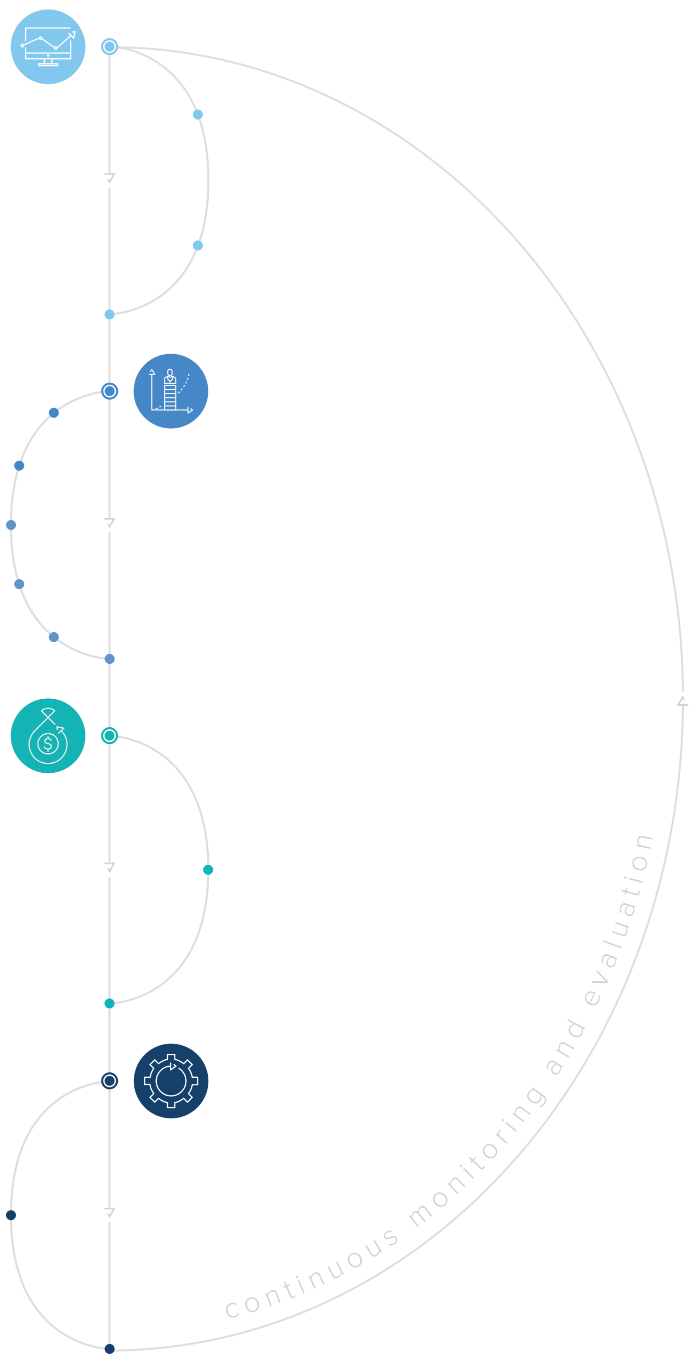
ENTITY OPERATIONS

Legal Documentation

Annual Filings

**Included in Silver*

WHILE DELIVERED OVER THE COURSE OF 12 MONTHS, USING QUARTERLY CHECK-INS, OUR GROWTH & TRANSITIONS PROGRAM COMBINES INNOVATIVE CONCEPTS TO EVOLVE WITH YOUR BUSINESS EACH YEAR.



SCALABLE CONSULTING SOLUTIONS

FP TRANSITIONS PROVIDES REPEATABLE, SCALABLE, YET FULLY CUSTOM JOURNEYS THAT MAKE IT EASIER FOR YOU TO WORK ON THE BUSINESS.

Growth & Transitions Consulting is built on a proprietary process, backed by benchmarking and valuations created by credentialed analysts, and led by expert consultants. Paired with extensive knowledge of Northwestern Mutual business policies and programs, this program is created exclusively for high-performing firms like yours.

BRONZE MEMBERSHIP $15,000

Billed Quarterly, at $3,750

This membership includes a series of quarterly calls to deliver:
- Financial Forecast
- Financial Modeling (as needed)
- Equity-based Valuation Report
- Business Entity Operations

SILVER MEMBERSHIP $30,000

Billed Quarterly, at $7,500

This membership includes a series of quarterly calls to deliver:
- Financial Forecast
- Financial Modeling (based upon consulting objectives)
- Equity-based Valuation Report
- Business Entity Operations
- 5 Year Growth Plans & KPIs

Both memberships focus on planning, analyzing and designing financial transactions, and include an expert account team at your disposal throughout the year to cover any additional financial modeling scenarios or ad-hoc questions that arise.

*Implementation is always priced separately, and includes legal agreements, documents, valuations, and business consulting as needed to support the financial transaction.

INDIVIDUAL SOLUTIONS

For when you need more robust planning and analysis FP Transitions provides ala carte solutions

Compensation structures

Equity Ownership

Equity Pathways

Mergers & Acquisitions

Succession

5 Year Growth Plans & KPIs (included in Silver Package)

YOUR TEAM OF EXPERTS

PRIMARY TEAM

Eric Fettig
Business Consultant

Siena Harris
Analyst

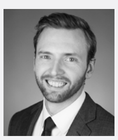
Ross Neher, JD
Associate Counsel

Julia Sullivan
Business Appraiser

Cindy Prater
Consultant

ADDITONAL SUPPORT

David Grau, Sr., JD
President & Founder / Principal

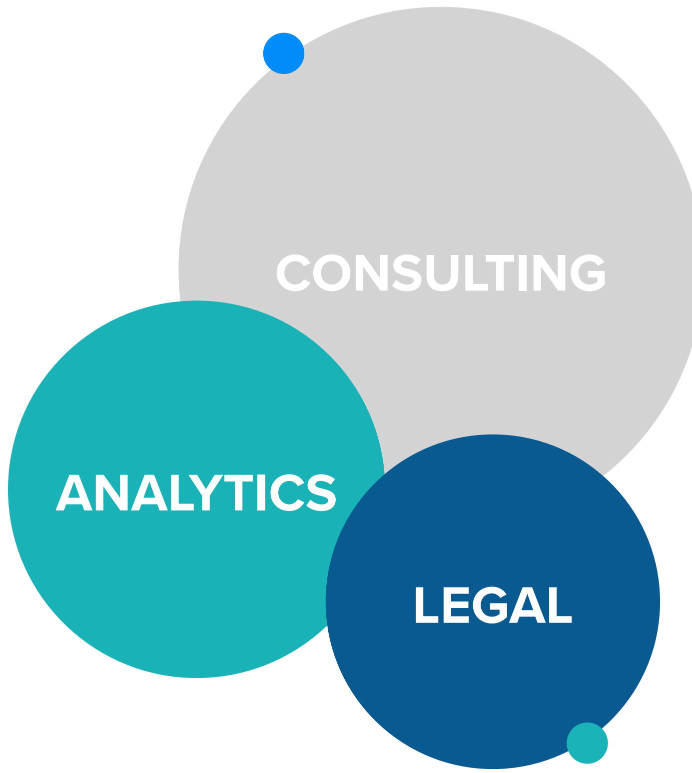


Eric Leeper, CFA
VP Research & Analysis / Partner

Ryan Grau, CVA, CBA
VP of Business Valuation Services / Partner

Laura Hauschild
Strategic Consultant

Ericka Langone, JD
Assistant General Counsel



GETTING STARTED

Ready to embark on the next phase of your journey?
Our experts are here to guide the way.

800.934.3303
Email: hello@fptransitions.com
www.fptransitions.com/nm