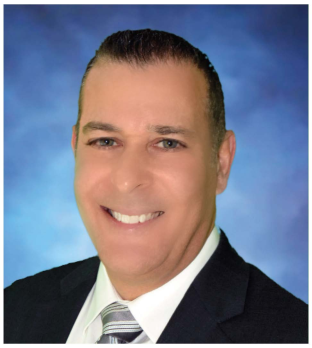
**Coaching** and **consulting**
**financial advisors**,
**wealth management firms**,
and
**asset managers**.



FOCUSPARTNERS@FLXNETWORKS.COM

# MEET THE FOUNDERS



Eric is a dynamic, in-demand speaker, coach and consultant with over 26 years experience in sales and marketing and for over 16 years he has been coaching and consulting with some of the top Financial Advisors and Teams in the industry.  He began his career in banking, servicing high net worth individuals and clients. Prior to starting Focus Partners, he was a Director and Manager for a Big Four Audit and Advisory firm, focusing on marketing/ sales and service.

His tactical, laser focused approach enables him to help advisors and teams in all areas of the practice, including: client acquisition, marketing, practice management, team development and client service.

Eric holds a Bachelors degree from the University of Rhode Island, a Masters Degree from Long Island University and has received coach training from one of the leaders of the modern coaching movement.

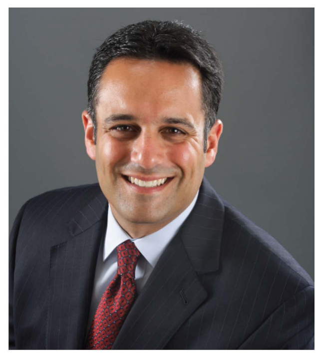
He is a regular contributor to Barron's, Advisor Hub and other industry publications and is a regular presenter at national conferences for Barron's and IMCA.

## EMAIL US FOR MORE INORMATION:
## FOCUSPARTNERS@FLXNETWORKS.COM

Michael is a speaker, coach and consultant who has worked with financial services firms and financial professionals (solo producers and advisor teams) for the past 30 years.

He focuses his coaching and consulting engagements on many areas, including: client acquisition, marketing, practice management, team development and client service. Michael was a financial advisor with Prudential Securities, Wachovia Securities and Ryan Beck, where he learned first-hand the power of creative networking, qualified introductions and relationship management.

Michael received a Bachelor of Science degree in Finance from Ithaca College and has his Certification in Organizational and Executive Coaching from New York University. He is a regular contributor to Barron's, Advisor Hub and other industry publications and is a regular presenter at national conferences for Barron's and IMCA.  Along with his family, Michael is passionate about raising money for pediatric cancers and families in need with sick children.



# COACHING FOR GROWTH...

For over 18 years, Focus Partners has been ***helping Financial Professionals and the firms they work for take their business to the next level***.

The heart and soul of Focus Partners revolves around our coaching and value added workshops. Our firm and coaching team is made up of 8 professionals with an average of 25 years experience in the Financial Services Industry. We have been advisors, branch managers, heads of training and development, sales and marketing professionals and industry coaches.

We approach our clients the same way advisors approach their prospects. ***Since one investment philosophy does not fit every investor, why would one coaching model fit every advisor?*** With that in mind, we take a "customized but consistent" approach to coaching that revolves around our model of Practice Optimization. It focuses on the individual needs of the advisor/team, and targets their unique areas of opportunity for growth or organization. It provides advisors with the right tools and approach to maximize performance across key components of any advisory practice.

Leveraging the proven 3-step Practice Optimization Approach, Focus Partners engages with advisors to develop the essential components that are necessary to have a successful practice.

This bespoke approach works well with our diverse advisor clientele. We have coached (currently or past) hundreds of advisors at all production/GDC levels, from new advisors to $70,000,000 + teams. Every client has different needs, but the one common thread that runs through every engagement is the need to grow assets under management. We help our advisors gather additional assets from existing relationships, and prospect for new business through various client acquisition and marketing strategies. In addition, we work to organize operational processes which also directly impacts revenue.

We measure coaching success in two ways: client success and longevity with our firm. Ultimately, it comes down to the bottom line: revenue growth and how much in assets were raised. While these numbers can vary depending upon the individual client, our advisors substantially outpace their peers.

We feel that our client tenure is a testament to the way we work to develop long-term relationships. We develop the same relationships with our clients that we want our advisors to develop with theirs. We are proud to say that our average client tenure is over 4.5 years, and our first coaching clients from over 16 years ago are still with us today!

# PRACTICE OPTIMIZATION

### Plan & Position

Value proposition

Mission statement / Elevator pitch

Key differentiators

Business planning

Marketing plan development

Goals / action plans

### Organize & Optimize

Client segmentation Pipeline

tracking

Team development

Roles and responsibilities

Process, Process, Process

90 day new client onboarding process

Client review process

Compensation/succession planning

Time Management

### Execute & Engage

Service Model – The WOW Experience

Referral/Qualified Introduction Campaigns

Marketing (Organic, New Client Acquisition, COI)

Client appreciation

Mailings

Intimate events / seminars

Networking groups

Client advisory boards

Social media

# COACHING MODEL

***"One size never fits all."***

A customized coaching model that revolves around you, your team and your needs.  We look to become a part of your virtual team and form the kind of relationship that you want to have with your clients.

***Here for you when you need us...***

- Monthly calls with advisors.
- Monthly check in support calls with team members as needed.
- Ad-hoc phone as email support as needed.

# TACTICAL AND EXECUTABLE

In addition to coaching, Focus Partners works with firms across the country in a "Virtual Practice Management" capacity by becoming an outsourced practice management resource.

In today's changing world, it is critical that firms support their advisors by providing the tools and resources they need to succeed. Advisors will need additional skills, strategies and tactics to address common business challenges and drive practice performance. Providing these resources to help advisors succeed has become an important priority for both small and large firms.

However, many firms are challenged to provide these solutions with their current resources. As a full service outsourced Virtual Practice Management provider, we work with firms of all shapes and sizes to:

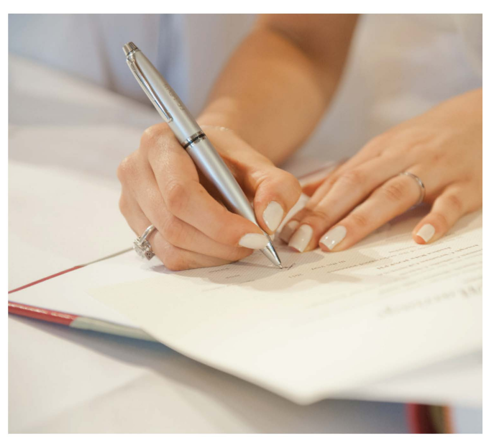
- Ascertain their practice management needs
- Develop a customized practice management plan
- Strategically implement the plan using a variety of different mediums

## Workshops and Webcasts

On a monthly basis, we conduct 30 – 45 minute webcasts and live events with open forum Q and A. These trainings are tactical in nature and focus on business building and practice management topics that advisors can implement **TODAY** to build and improve their practices.

## Articles and Content

From insightful thought leadership to business building marketing ideas, we provide firms with the content they need to stay relevant, timely and tactical.



# 2023 WORKSHOP AND TRAINING TOPICS

**Opportunity In Crisis - Strategies Client Retention and Growth**

While our environment is unprecedented, there are numerous opportunities available for financial professionals to retain and build their client relationships while preparing for a post-pandemic world. Tactical and timely, we will share the top ideas and tactics advisors should be doing right now to stay ahead of the curve and leverage opportunities.

**Ideas for virtual and intimate events**

Advisors have long used events to network, prospect and build rapport with clients prospects and COI's. With more and more people leveraging technology, it is incumbent upon advisors to adapt their events to the digital and virtual medium. Digital marketing is not going away, and advisors that embrace the medium(s) now will be ahead of the curve. In this workshop you will learn:

- What virtual marketing is and what you really need to focus on
- Top virtual marketing ideas that are working and that you can implement immediately

**Become the New Age Advisor…Survive, Thrive & Grow In the New Normal**

The financial advisor landscape has changed, possibly forever. The way we did things in the past will not be how we do things going forward. The advisor of the future needs to LEARN, ADAPT AND OVERCOME in order to survive and thrive in the new business environment. This webcast will discuss what advisors need to know about the client service and prospecting landscape going forward and how to take what you learn and adapt to the new environment so you can service your clients effectively AND win new business.

**Top 10 Advisor Marketing Ideas**

For many advisors, their marketing is stuck in first gear.  Top Marketing Ideas is for the advisor who is ready to add some “horsepower” to their marketing efforts in 2023.  Chock full of great marketing ideas that can be implemented immediately, this workshop will help any advisor acquire new clients and retain existing ones!

**The WOW Client Experience**

What is it like when someone deals with you?  Learn how to create the WOW factor that will differentiate your practice from your peers, and make you REFERABLE.

**Generate Practice Alpha**

Alpha is defined as the excess return of an investment relative to the return of a benchmark index.It is performance above the benchmark.  In an industry of “me too” commoditized advisors, what are you going to do to rise above the average?  In this workshop we will discuss the 4 key areas of your practice where you can add alpha, and give you tactical ideas you can implement immediately to add some boost to your business!

**The 45 Minute MBA: Running Your Practice Like a Business**

Today's top advisors understand that when you run a practice, you are essentially the CEO of your own company.  Unfortunately, many advisors don't know how to look "outside the advisory practice box" and think like a CEO.  In this presentation, you will learn practice management best practices that other advisors and teams are implementing to run their practice like a business and free up capacity to focus on growth!

**Elevating the Client Experience**

Like pricing and products, service has now become commoditized as well.  In a world of “me too” advisors, success is dependent upon breaking the mold and de-commoditizing your practice.  Elevating the Client Experience shows you how you can separate yourself from the competition by hearing what top producers and teams around the country have done to be totally different.

**Top Marketing Ideas to Connect to the Next Generation**

Everyone advisor wants to go multi-generational, but how do you really connect with the next generation?  In this presentation, we will review different marketing strategies that you can implement immediately to gain traction, form bonds and retain assets with your next generation of clients!

**Advisor-phobia**

Phobia – (Noun) - "To have a fear or other obstacle that prevents one from moving ahead in life or business.  "As advisors, there are many things that can hold us back.  To succeed we need to figure out how to go around, through, over or under the wall.  In this presentation, we pull back the curtain on 10 different advisor phobias, and show you how to overcome the associated hurdles.  No prescription necessary!

**Developing Your 2023 Business Plan**

You can't get to where you're going if you don't have a map to get there.

**Segment for Success**

Highlights the advantages of book segmentation, and introduces strategies for creating a robust client service model within your practice.

**Client Onboarding – the First 90 Days**

Make sure you get your relationships off on the right foot by having a solid client onboarding process to create that WOW experience!

**Best Practices When Using LinkedIn**

LinkedIn is a goldmine for advisors, but only if you know how to use it and what to look for.  In this presentation, advisors will learn the most effective ways to leverage this phenomenal resource to build more connectivity with clients, add more prospects to the pipeline and close more business.

**10 Questions to Ask in Every Meeting**

Meetings are your time to really find out what is important to your prospects or clients.  In this presentation, learn the top questions you should be asking to  build solid, long term and profitable relationships!

**Cultivate Your Centers of Influence**

Everybody wants them, but how do you find and cultivate them? Learn how to identify, target and approach your clients (and other) trusted advisors.

**The 45 Minute MBA for Sales Assistants**

Sales Assistants can have a dramatic impact on an advisors business. In this presentation, sales assistants will learn different processes and ideas that they can implement with their advisors and teams to help propel them forward and get to the next level.