Planning for the Future with the Right Wealth Management Firm

Key Considerations When Choosing a Wealth Management Partner

Avantax®

Partnering with the right wealth management partner is perhaps the most important decision you can make when it comes to your practice and your clients, but knowing what to look for can be challenging. Some qualities such as cost and years of experience are easy to measure and compare, but other intangibles such as culture, service and whether a firm can support the future of financial planning advice are often more difficult to measure.

For Example, Does Your Current Wealth Management Firm:

- Have the industry knowledge and technology to support the future of financial planning?
- Help you offer better, more comprehensive after-tax results for clients?
- Support your goals for growth and practice management?
- Provide personalized services at a fair market price?
- Make daily operations easier and enrich your life with a sense of community and purpose?

The Future of Financial Planning Advice

Full Integration of Wealth Management, Tax and Estate Planning Strategies

As wealth management guidance continues to evolve, one thing seems clear. Both clients and wealth management firms recognize that comprehensive, integrated financial planning that includes investment, tax and estate planning strategies is both desirous and can help clients achieve better financial outcomes.

And why wouldn't clients come to expect these solutions? It's hard to justify leaving money on the table due to a lack of tax knowledge when recommending investment strategies or planning for a transfer of wealth.

Unfortunately, many wealth management firms aren't equipped with the technology or industry expertise to support Financial Professionals when adapting to the changing financial planning landscape. To respond to the demand for integrated financial planning, they offer quasi solutions such as limited tax strategies for high net worth clients or providing referrals to CPAs. But this approach is hardly breaking down the traditional silos within the financial industry that limit true comprehensive financial services.

Limited Integrated Financial Planning Services

- Partial incorporation of tax strategies
- Only available for HNW/UHNW clients
- Manual Processing
- Simple referrals and the occasional ad hoc meetings between financial experts

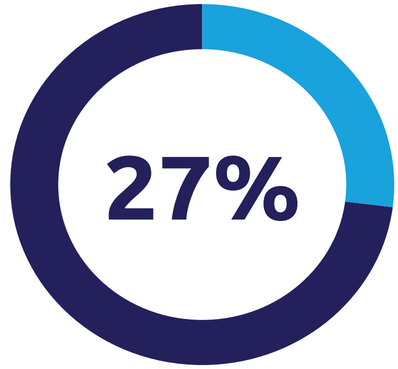
Comprehensive Financial Planning Services

- In-depth tax planning strategies and home office expertise in all areas of financial planning
- Technology solutions to identify and apply strategies for all clients
- Consistent, integrated client meetings between Financial Planners, tax experts and/or estate planners for a cohesive financial strategy

The Difficulties of Implementation

From a broker-dealer standpoint, it's understandable. Providing financial planning services through a tax-focused lens requires a deep understanding of tax regulations and the technology to apply solutions efficiently across an entire client base. Then there is the significant difference between building referral relationships with CPAs and estate planners and actually teaming up with them to provide holistic end-to-end guidance. For many broker-dealers, the ability to adapt to the modern demands of clients will require a heavy monetary investment in training, infrastructure and technology.

The danger in diverting significant funds to change a firm's approach to wealth management means that other core service offerings are likely to suffer. Large firms may be able to more easily adapt through economies of scale, but the result can still be higher than average fees and less personalized support for Financial Professionals. On the other hand, failing to evolve their broker-dealer offering jeopardizes their Financial Professionals' ability to remain competitive.



Firms attribute 27% of client growth to the fact that they provide a tax-inclusive approach to financial planning.[1]

What Fully Integrated Financial Planning Strategies Looks Like

We were founded by a CPA over 40 years ago and have partnered with professionals from the start to design a firm around the principles of after-tax wealth management — meaning we've already invested substantially in the technology and home-office knowledge to provide comprehensive investment advice through a tax-focused lens.

We also recognize the need for close partnerships with Tax Professionals and Estate Planners and offer a program that includes an estate planning map to empower your firm to deliver a singular comprehensive financial plan for your clients.

The Other Key Elements to the Success of a Broker-Dealer Relationship

Staying competitive in a changing financial planning landscape is essential, but it's still only part of the solution when it comes to providing the support Financial Professionals need to build a successful practice. Service, cost, technology and the right culture all play an important role when picking the right long-term financial partner.

Robust Solutions for Practice Growth

Clients always come first, which sometimes means Financial Professionals have little time or opportunity to focus on building their practice. What's needed is a targeted collection of tools and support that make the most difference to a growing practice and are easy to implement, without substantially increasing fees. Lackluster services that either have an unnecessarily high learning curve or don't move the needle enough to warrant the cost simply won't get adoption.

> Consider Asking These Questions:
>
> 1. What is your adoption rate for specific technology and program offerings (e.g. website builders, content, etc.)?
> 2. Are marketing solutions complementary? Or are there additional fees for these services?
> 3. What level of in-person support does your firm offer?

[1]Source: Arizent 2020 tax and financial advisor professionals survey

What Growth Looks Like at Avantax

- **Extensive marketing tools and content** - a marketing experience Financial Professionals can easily engage with and manage on an ongoing basis

WEBSITES	SOCIAL MEDIA	COMMUNICATIONS	BRANDING & IDENTITY
Customized website templates make it easy to design and maintain your own site without hiring a graphic designer.	Engaging content and complimentary tools offer automated posting that makes social media a great communication tool.	An extensive library of complementary, compliance-approved email, print material, blog and social media content that's ready to share almost instantaneously.	The freedom to design your own look, brand and client base with our independent model.

- **M&A and Succession Planning Assistance** – support for building your practice through acquisitions and planning the best strategy to exit the business and get the most value for your firm
  - **Acquisitions and Sales** – Our experienced Practice Management specialists can assist you in acquiring another practice, adding affiliate Financial Professionals, and more. We also help you discover ways to protect and build business equity and find a buyer when you're ready to retire or exit the business.
  - **Continuation and Succession** – Avantax Wealth Management provides insight and coaching in the areas of career enhancements, preparing key employees for leadership roles, identifying and growing your successor and preparing your business for unexpected or emergency situations.
- **Growth and Practice Management program** – This complimentary program has helped many Financial Professionals build their knowledge and take their practice to the next level with personalized training in goal setting, case analysis and sales presentation skills.

Competitive Compensation and Affordable Costs

Sometimes more bells and whistles aren't better… they're just more. With the right broker-dealer, Financial Professionals can strike the perfect balance between access to essential resources, without paying more for tools and services that aren't needed.

> Consider Asking These Questions:
>
> 1. What can I expect from my onboarding experience and how long will it take?
> 2. What is the average tenure of your employees?
> 3. What's the ratio of employees to home office support?
> 4. How likely am I to get regular access to senior leadership?

At Avantax, we offer compensation that's competitive to other broker-dealers at low fixed monthly fees, but that isn't the only thing to consider. Other benefits can also add significant value to your practice.

Discounted retirement plans for employees

Our partnership with RPS means discounted options for employee retirement plans (or the help of retirement specialists to create your own program).

A $10,000 referral bonus

Earn a $10k bonus immediately if referral becomes affiliated with Avantax and has $100k in rolling gross commissions* or on an incremental basis if they are just starting to write business.

Low E&O costs

A larger firm often means higher E&O costs. We provide some of the most competitive Errors & Omissions coverage in the industry.

Technology and Expertise That Supports the Future of Wealth Management

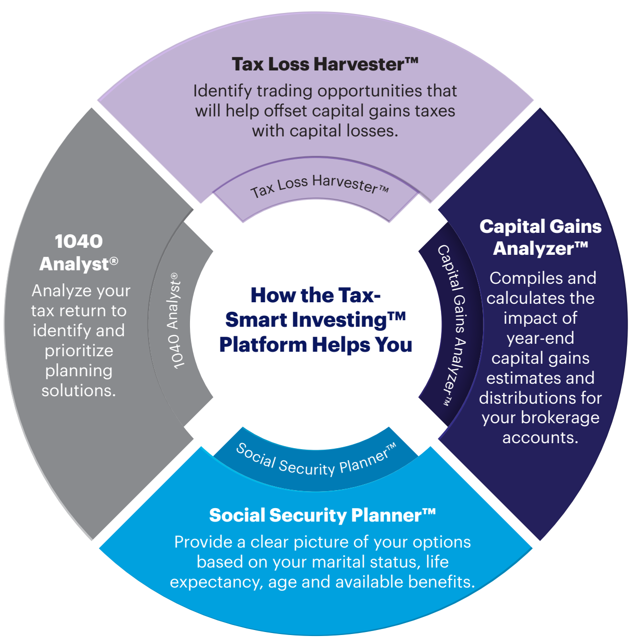
Applying a truly comprehensive plan without the tools to support it can put a strain on the daily operations of any wealth management practice. That's why it's critical to understand what resources are available and how much they cost when selecting a broker-dealer partner.

> Consider Asking These Questions:
>
> 1. How can you best support my firm in communicating and executing strategies that focus on minimizing taxes?
> 2. What technology do you offer to help systematize my process of integrating tax planning into financial planning?
> 3. How reliable is your financial planning software in modeling tax-focused strategies?
> 4. What tax-related resources can you provide if I have questions on these strategies?

What a Tax-Smart Technology Solution Looks Like

- **The Avantax Proprietary, Tax-Smart Investing™ Platform** — our firm's robust technology platform is designed to help identify investing and planning opportunities for each client — no matter what their financial situation. Each tool reduces the countless hours it would take to manually identify and apply tax-saving strategies and provides client-approved modeling scenarios so you can demonstrate the outcomes of different financial planning solutions.

- **Our Technology Partners** — We rely on National Financial Services, LLC, a Fidelity Brokerage Company, to execute transactions, deliver account statements and properly service your accounts. We've also partnered with leading technology companies in the industry to offer tools that work in tandem with our Tax-Smart Investing™ Platform.



EMONEY

A data aggregation, performance reporting and portfolio analytics tool with access for both clients and Financial Professionals

WEALTHSCAPE

A technology solution helps Financial Professionals efficiently provide the advice and support clients need at every stage of their wealth management journey with a custodian view of all assets including balances, positions and statements.

ENVESTNET

A world-class technology suite to help Financial Professionals optimize their clients' Investment Management Solutions (IMS). Envestnet offers tools for monitoring and provides valuable intelligence and goal tracking so clients can benchmark their progress.

The Support of a Community of Like-Minded Professionals

Like many wealth management firms, we're interested in growth, but not at the expense of our core mission — to provide a home for like-minded professionals to offer the most comprehensive, life-improving guidance they can for their clients. As a community, we provide the culture and support to help our Financial Professionals build and sustain their ideal practice.

> Consider Asking These Questions:
>
> 1. How many opportunities are there to attend regional events?
> 2. Do you offer a 1:1 coaching program?
> 3. What is the turnover rate of your Financial Professionals?
> 4. What level of training and exam preparation support can my team expect?

What a Thriving Network Can Offer Financial Professionals

We are committed to championing our Financial Professionals and growing our community. Whether it's organizing training events, providing back-office support and practice management resources, or connecting Financial Professionals for regional support, networking and best practice sharing.

Lifelong professional relationships are forged at Avantax. Partner with us and join an independent network of 3,000 diverse, passionate professionals, serving hundreds of thousands of clients nationwide, with over $75 billion in AUA.

- **Formal, successful program of onboarding, education and training**
  With over 300 industry experts, you'll get the expert knowledge you need from a firm with the right scale and balance to offer personalized service to you and your clients. Our proven, personalized exam preparation and engaging training are only some of the perks.
- **Personal coaching and support from industry experts**
  Our support doesn't stop at the end of the recruiting process. We have specialized teams of wealth management consultants - all who are insurance-licensed and a general securities representative. Most have completed or are pursuing the CERTIFIED FINANCIAL PLANNER™ (CFP®) certification as well.
- **Access to company leadership, partners and other advisors**
  We offer roughly 750 different training events each year, where you can connect with company leadership and hear from some of our most successful Financial Professionals.
- **Tight-knit, supportive community and family atmosphere**
  We have more than 60 Growth Through Community meetings nationwide so you form lasting relationships and share best practices with peers. Through our tailored programs, you are able to sharpen your skills and experience one of the top networking programs in the industry.

A Wealth Management Checklist for Financial Professionals

It's important to stay organized when comparing which firm is the right fit for your practice. Use this checklist to compare the differences between Avantax and other firms.

		Avantax	Other Broker Dealers
Comprehensive, Tax-Smart Financial Planning Model	Industry leadership in tax-smart investing advice and solutions	✓	
	Integrated financial advice between Financial and Tax Professionals	✓	
	Collaboration with estate planning partners to offer trust, succession and estate planning	✓	
Robust Solutions for Practice Growth	A wealth management growth model	✓	
	M&A and succession planning assistance	✓	
	Extensive Marketing Tools and Content Library	✓	
Competitive Compensation and Low Costs	Discounted retirement plans for Financial Professionals' employees (through RPS)	✓	
	Generous referral program with up to $10K bonus	✓	
	Low fixed monthly fees and low E&O costs	✓	
State-of-the-Art Technology Solutions	Proprietary tax-smart technology tools and software	✓	
	Access to industry-leading software provides	✓	
The Support of a Community of Like-Minded Professionals	A formal, successful program of onboarding, education and training	✓	
	Personal coaching and support, including licensing assistance	✓	
	Access to company leadership, partners and other advisors	✓	
	A tight-knit, supportive community and family atmosphere	✓	
	High level of back-office administrative support	✓	

Avantax – Your True Wealth Management Partner

Ready to learn more about the Avantax advantage? Let us demonstrate how we can help change your life and your practice for the better with a wealth management approach you can feel confident in, a community of like-minded professionals to help you reach your goals and the technology you need to identify strategies and save time — all for a lower cost than many competitors.

For more information about Avantax, visit avantax.com or call a Business Development Consultant at 800.742.7950 www.avantax.com