

Business Consulting



Building Your Business Together



Gain the insight and knowledge to
enhance, expand, or refine your business.

For financial advisor use only.

Strengthen and Sustain

Your clients turn to you for a range of financial needs, from estate planning and wealth management to investment advice – all so they can spend less time focusing on their finances and more time living the life they envisioned.

We can do the same for you.

Planning, staffing, technology integrations, and more—AssetMark's business consultants help you pinpoint the needs of your business to achieve your goals and reach new heights. Our personalized approach offers you what you need, when you need it, including:

- Consulting calls and meetings
- Valuable tools and resources
- Best-practice curriculum and concepts
- Accountability and implementation partners
- Customizable business tools, modules, and resources
- Industry expertise, featuring the latest philosophies, research, and guidance



Ongoing coaching and 1:1 support are the top two most effective resources for helping advisors overcome barriers in their practices.²



Businesses with a plan grow 30% faster than those that do not.¹



Optimize Your Firm's Value

The business assessment tool allows you to objectively analyze your business, identify areas of strength, evaluate opportunities for improvement, and make changes based on what you discover.

Learn more at assetmark.com/business-assessment-tool

We Meet You Where You Are and Guide You to Where You Want to Be

5 steps to growth with AssetMark

The key to success isn't a one-size-fits-all solution. Using a 5-step approach, business consultants spend time finding the right fit for you.



Discover

Compare your revenue, expenses, services, team structure, and goals to peer group benchmarks, uncovering opportunities and risks.

1



Plan

Determine your business strategy and tactics to focus your firm's resources toward your goals with key performance indicators (KPIs) that empower data-driven decisions.

2



Implement

Get access to the tools, resources, and expert support needed to follow your plan and achieve maximum results according to your firm's unique vision of success.

3



Monitor

Guide your firm's progress with measurable KPIs, and practice ongoing analysis to shape your practice into a dynamic and agile business.

4



Assess and Adjust

Take time to evaluate your firm's progress, set new goals, and revisit metrics to gain clarity, adapt to market changes, and align your efforts to your objectives.

5



Benefit from a deep bench of expertise and visionary foresight. Access the latest business trends, insights, solutions, exclusive technology, and resources from AssetMark so you can provide your clients with the best.

Guiding the Way by Your Side

With comprehensive guidance from AssetMark's business consultants, you gain actionable insights and resources to optimize your business processes, reduce administrative burden, and enhance your services. **Add value where you need it most.**

Business Strategy and Planning

- Business Assessment and Benchmarking
- Firm Vision and Values
- Strategic Planning and Economic Modeling
- Goal and Progress Monitoring
- Mergers and Acquisitions
- Succession Planning

Client Experience and Operations

- Client Segmentation
- Client Service Models
- Client Review Process
- Technology and Outsourcing Resources
- Vendor Relationship Support
- Fee Schedules

Firm Staffing Strategy

- Organizational Structure
- Compensation Strategy and Incentive Plans
- Job Descriptions and Career Ladders
- Hiring and On-Boarding
- Advisor Recruiting
- Performance Management

Marketing and Prospecting

- Brand and Website Improvement
- Value Proposition
- Marketing Plans
- Referral Generation and Management
- Target Client Profile
- Center of Influence Process

Complex Needs. Simple Solutions.

We support independent financial advisors, including the unique needs of RIAs and enterprise advisors.



RIAs

Whether you're an advisor considering the transition to RIA or an RIA looking for guidance and best practices to address complex challenges, our team can support you. From business modeling and tech stack integrations, to operational efficiencies, workflows, and compliance, we provide tailored solutions to meet your specific business needs today and in the future.



Enterprise Firms

Leading an enterprise firm comes with its own set of unique needs and challenges. To meet the needs of enterprise owners and advisors, our team provides top down and bottom up curriculum to support a broad range of needs and growth goals. From comprehensive practice management and recruiting programs, to strategic planning, tools and resources, you can access effective solutions that are ideal for your firm.



Events

Grow your network and build your community with a broad range of in-person events designed to enhance your knowledge and develop your skills through various formats and settings.

One-On-One

Work closely with a business consultant to identify challenges, apply practical, best practice solutions, and implement marketing or tech stack strategies tailored to your business.



Videos and Workshops

Learn essential business concepts paired with actionable steps and tools designed to help you improve your business through frequent webinars and intensive workshops.

Resources

Access a robust library of business-ready and client-facing resources to help you build, manage, and market your business.

Ready for a Brighter Future?

Call 800-664-5345 or visit assetmark.com



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SOURCES

¹ The Multiple Effects of Business Planning on New Venture Performance

² Cerulli U.S. Advisor Metrics