Master Your Practice

Make your firm more efficient and profitable by leveraging our practice management tools and expertise.
By working with AssetMark, you access our history and expertise in providing customized strategic solutions for management and business growth.
As much as you are committed to providing great wealth management service, you also have a business to run. Efficient operating systems, solid marketing plans, and best-practice strategies can positively affect your day-to-day operations and maximize the time you spend with your clients.

HELPING YOUR BUSINESS THRIVE

AssetMark serves independent financial advisors like you—people who want to make a difference in the lives of their clients and in their own practices. We’re different because we have a strong heritage supporting financial advisors, crafting product offerings around your specific challenges and needs so that you can serve your clients at every stage of their investing life.

But our value extends far beyond our comprehensive investment management platform. The sole focus of our Practice Management program is to help you build a better business. To meet this commitment, we give you access to a suite of tools and resources to streamline your operations for better client experiences. And you can engage our Practice Management Consultants through our consulting program, where you identify client and income opportunities and build practice value for a strong future.

Better results from working smarter

Our company was built by advisors for advisors. AssetMark developed an open-architecture, fee-based investment platform, and paired it with a team of seasoned practice management professionals who work with you to help your business to achieve better results.

Gain the insights you need to build your business today and in the future.
Establish a framework for ongoing success

Whether you are seeking help with resource direction, a single project, multiple projects, or a top-to-bottom overhaul, our practice management programs offer a comprehensive suite of tools and solutions to find the best way to define a specific action plan and help you execute it.

Our resource library helps get you started quickly on executing key projects to make immediate improvements in how you run your business.

In our highly-interactive workshops, you work with top practice management consultants and thought leaders on branding, marketing, and growing your business.

You learn to better define your strategy and goals, build a high-performance team, and deliver a client-focused wealth management experience. You also hear from your peers and the AssetMark Practice Management team about what works well for virtually every aspect of running a successful advisory firm.

For in-depth attention to special needs or projects, our Practice Management Consultants offer private, strategic, and project-based consulting, adapting their help to the way you work, answering your questions, making suggestions, and tailoring a program to meet your unique business needs.
SUPPORTING YOUR VISION OF SUCCESS

Working closely with advisors of nearly every size and type, our Practice Management Consultants employ key elements that collectively define strategies for how you can better build, manage, and grow your business. These four essential disciplines constitute a comprehensive, integrated approach to helping you build a more satisfying, successful, scalable, sustainable, and sellable business.

Work with our Practice Management Consultants to master best practices in each of these areas to help maximize your firm’s performance.

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**Marketing Your Business**
- Brand development
- Marketing plans
- Referral generation & management
- Prospect process
- Ideal client profile & niche development
- Communication schedule
- Centers-of-Influence (COI) relationship development

**Empowering Your Team**
- Organizational structure
- Compensation & incentive plans
- Compensation analysis
- Job descriptions
- Hiring & on-boarding
- Training & development
- Career ladders
- Performance management

**Managing Your Practice**
- Strategic planning
- Goal setting & tracking
- Firm vision & values
- Business benchmarking
- Time management
- Succession planning / M&A

**Optimizing Your Operations**
- Client segmentation review
- Client service model
- New client process
- Annual review process
- Technology utilization
- Vendor relationship support
COMMITTED TO HELPING YOU BUILD A BETTER PRACTICE

Premier Consultant Program
Our Premier Consultant Program recognizes and supports the top advisors on our platform, and equips them for even greater success.

As a Premier Consultant, you enjoy a number of benefits that increase with your status level in the program:

- Greater access to portfolio strategists and our executive management
- Attendance at Premier Consultant meetings
- Higher levels of support, service and resources

A goal of the program is to help you reach Gold Premier Consultant status, which includes:

- Service from our dedicated Gold Team Relationship Managers
- Access to a dedicated Practice Management Consultant
- Preferred pricing with strategic third-party vendors
- Scaled Business Development Allowance (BDA)

Gold Premier Consultants also are considered for our Field Advisory Board, whose members voice their fellow advisors’ suggestions and concerns to our executive team, and enjoy close access to key leaders. We use the Field Advisory Board’s input to shape new initiatives and stay informed about the options and needs of our advisors.

Platinum Premier Consultants receive all the benefits of Gold Premier Consultants and enjoy a more generous Business Development Allowance. They are also invited to our Platinum Summit events—intimate gatherings that bring together select members of our executive team, top industry professionals, and the highest echelon of advisors on our platform to discuss industry challenges and drive initiatives.

TIERED BENEFITS FOR PREMIER CONSULTANTS
As you grow your business, you qualify for additional support and service that help make further growth even easier. Chief among these are opportunities to increase your value by learning more in special meetings, financial assistance for developing your practice, our Gold Team Concierge Service, and exclusive retreats to network with our executives and industry experts.

We can help you develop a strong foundation for future success.
The benefits of being a Premier Consultant increase with your status level within the program.¹

1 Based on net contributions, which is the dollar amount of new business brought to the platform, less withdrawals and terminations. Additional restrictions apply. Participation in the program may be subject to Broker-Dealer approval. Program subject to change.

2 Unlike Premier Consultant status, the Business Development Allowance (BDA) is based on eligible Assets Under Management. Platinum Premier Consultant BDA is scaled.

3 Waived account minimum exceptions for proprietary mutual fund strategies, applicable to amounts greater than $1,000.

4 One-time BDA offered when advisor reaches $5MM and $10MM in eligible Assets Under Management.
Improving your practice is our mission

**Whatever your practice needs, we can help**
We work with you to improve all areas of your practice, from developing your client base to staffing, technology, efficient operations, and succession planning. We deliver our practice management tools and services through events, workshops, and consulting engagements. You can even learn best practices on your own schedule by taking advantage of our online tools and training materials.

**Transform ideas into action in a way that works**
Whatever your goal – streamlining operations, building a high performance team or managing, growing and transitioning your business – AssetMark provides you a team of dedicated Practice Management Consultants that offers consultative assistance with your unique business needs in mind so you can reach those goals. Access your Practice Management Consultant through a private consulting engagement, or connect with them on a customized project such as creating and implementing a marketing plan. Regionally based and ready to meet in person or by phone, they provide you with best practices tools, coaching, consulting, and research to help you drive business success and satisfaction.
CONNECTING YOU WITH KEY THIRD-PARTY RESOURCES

We understand the value of tapping third-party services to meet particular needs in running your day-to-day business.

In keeping with our commitment to you, we have cultivated strategic partnerships with vendors and firms we consider best-of-breed. They provide technology support, reporting, and client communication solutions, including:

- Technology (CRM, website capabilities, etc.)
- Reporting
- Client surveys
- Client communications

And because we develop and maintain these close relationships, we often are able to offer them to you at a reduced price, helping you improve your business without breaking the bank.

To learn more about how we can help you master your practice by leveraging these resources, contact your dedicated Regional Consultant.
It’s time to build your plan

BUILD A BETTER, MORE VALUABLE BUSINESS
Assess and build your business and identify growth opportunities by using our Business Assessment Tool – a sophisticated yet simple way to analyze your practice. It helps you see your business’s value and focuses on how it’s performing relative to your goals so you can work on reaching or even surpassing them. You get comparative peer group data, key performance indicators, customizable benchmarking measurements, and more.

Build your future
Many advisors’ retirement is years away, but planning for growth and planning for transition are directly related. If properly developed and implemented, a strategic growth plan can include business acquisition strategies and set the stage for larger opportunities, helping you arrange transition on your terms.

We can help you get there
Our Business Transition Services Program gives you access to a group of experienced business transition specialists – consultants trained to help you build and evaluate business value and develop effective acquisition, transition, and contingency strategies.

Whether you are preparing to sell, merge, or retire, we can help you ensure a successful practice transition on terms that suit your needs.
Your clients depend on your practice to guide their financial dreams. Our Practice Management programs can help you master yours.
Contact your Regional Consultant to start building your vision of the future today.