

Getting Started Checklist

The Business Assessment Tool provides you with a view of your business performance - allowing you to benchmark your firm, calculate key performance metrics and provide ongoing comparisons against your goals and key performance indicators. By creating a clear picture of the drivers that increase or decrease practice value, you can build a better and more valuable business.

The worksheet below will help you assemble the information you need to get started on the Business Assessment Tool.

Indicate the time period for your financial data (e.g., "Jan. - June 2017"):

Full year YTD current year Month for YTD entry: _____

Total Firm Assets Under Management

\$ _____

The entire market value of each securities portfolio for which you provide continuous and regular supervisory or management services.

Non-Recurring Revenue

\$ _____

One-time or specifically time-bound revenue that will not generate continuously because it is based on the sale of a single product or the administration of a one-time fee. These typically include: up-front / first year commissions on products (e.g., insurance, variable annuities, REITs, etc), consulting fees or hourly project fees (e.g., up front financial planning fees, etc.).

Recurring Revenue

\$ _____

Predictable, stable revenue that will generate continuously into the future with a high degree of certainty, so long as a client remains with the business or holds a specific project. Typically these include: Asset management fees, flat / retainer fees charged on an ongoing basis, trails (i.e., mutual fund / 12-b1 fees, variable annuity trails, etc.).

Direct Expenses

\$ _____

Expenses that are directly related to revenue generating activities or professionals. These typically include: normalized salaries, commissions, bonuses, benefits and payroll costs for owner advisors (not including ownership or profit distributions), non-owner advisors or business development officers, and all forms of compensation paid as part of referral or solicitor relationships.

Indirect Expenses

\$ _____

Expenses that are not directly related to revenue generating activities or professionals. These expenses typically relate to operating expenses, such as non-advisor staffing compensation, rent, technology, insurance and marketing.

Projected Annual Growth Rate

%

The anticipated or average annual growth rate of the firm in the near-term, typically 3-5 years.

Number of Client Relationships

Total number of client relationships or households served by the firm.

Number of New Clients

The number of new client relationships during the time period.

Number of FTE Advisors

The full-time equivalent number of owners or non-owner advisors directly responsible for managing client relationships and/or delivering advice.

Number of FTE Non-Advisors

The full-time equivalent number of team members who work in a support role that specifically is non-revenue generating and is not responsible for managing client relationships. An FTE of "1" would be equivalent to one (1) full-time staff person, while an FTE of less than 1 (e.g., "0.5") would be the equivalent of a staff person who works 20 hours per week. An FTE of "1.5" could be equivalent to 1 full-time staff + 1 part-time staff, or 3 part-time staff persons.