

Firm Performance Relative To Firm Goals and Peer Group Benchmarks

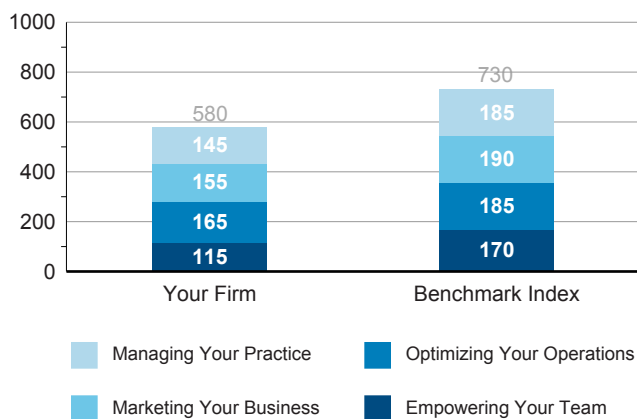
Peer Group \$250K - \$499K

(note: all Firm Financial values are annualized)

Firm Financials	Your Firm	Your Goals	% of Goal	Benchmarks
Total Firm Aum	\$47,500,000	\$50,000,000	95 %	\$56,095,321
Total Clients	113	115	98 %	141
Recurring Revenue	\$260,000	\$300,000	87 %	\$391,043
Total Revenue	\$364,000	\$440,000	83 %	\$465,572
Total Expenses	\$284,000	\$340,000	84 %	\$367,394
Operating Profit	\$80,000	\$100,000	80 %	\$98,179
Projected Annual Growth Rate	11 %	12 %	92 %	24 %

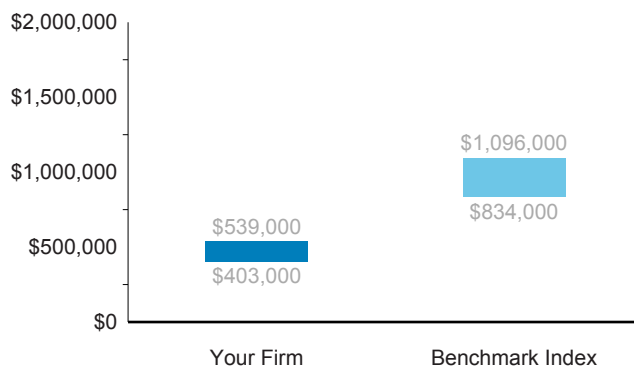
Value Maximization Index

Firm Relative to Peer Group Benchmark



Valuation Range

Firm Relative to Peer Group Benchmark



Key Performance Indicators(KPIs): Firm Performance Relative to Goals and Peer Group Benchmarks

(note: a maximum of 9 KPIs are displayed, all values are annualized)

Metric	Jan - Jun 2017	2017 Goals	% of Goal	Benchmarks
Recurring Revenue per Client	\$2,301	\$2,609	88 %	\$4,235
Recurring Revenue per Advisor	\$260,000	\$300,000	87 %	\$270,963
Total Revenue per Client	\$3,221	\$3,826	84 %	\$4,913
Total AUM per Client	\$420,354	\$434,783	97 %	\$556,138
Total AUM per Advisor	\$47,500,000	\$50,000,000	95 %	\$35,690,864
Profit per Client	\$708	\$870	81 %	\$893
Profit as a % of Revenue	22 %	23 %	97 %	21 %
Clients per Advisor	113	115	98 %	96
Revenue as BPS on Assets	77	88	87 %	108

Valuation ranges shown are for illustrative purposes only and in no way constitutes a guarantee of individual practice valuation by AssetMark. Actual practice valuation may vary from tool results. Visit <https://ewealthmanager.com/eWMLLogin/TermOfUse/PracticeManagementTermOfUse> to view the full terms for use for this tool.

AssetMark, Inc. is an investment advisor registered with the Securities and Exchange Commission.

©2017 AssetMark, Inc. All rights reserved. For advisor use only.

PM-00085 | M0000 | 05/17 | EXP 06/01/18