

Value Maximization Index™

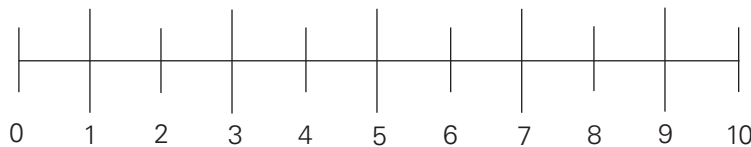
The **Value Maximization Index™** (VMI) assesses your firm’s relative business risk, transferability, sustainability and potential growth. Your VMI is calculated based upon your responses to each value maximization indicator question, providing a total score in four key practice management areas.

Rate your business on the scale from 0 to 10 for each question. For example, if you feel you are 70% of the way to completing a clearly-defined business plan, select “7” on the rating scale.

Multiply your points total by 5, for a maximum score of 250 per section.

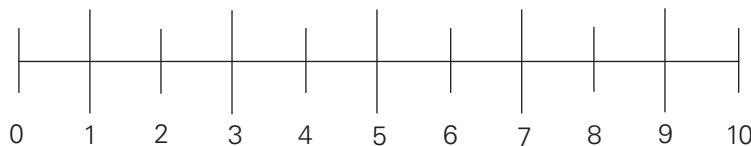
MANAGING YOUR PRACTICE

I do not have a written business plan that drives future (1-,3-,5+-year) goals.



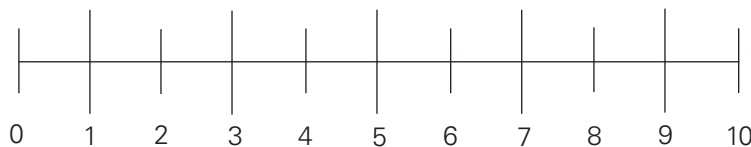
I have a written business plan that is executed consistently and drives future goals.

I do not track financial business metrics.



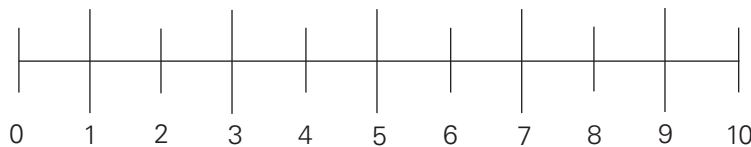
I regularly track financial business metrics and work towards goals based on those metrics.

All of my clients are in the distribution phase of their financial lives.



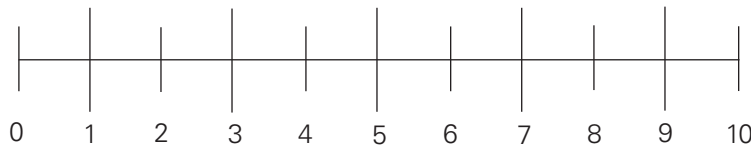
All of my clients are in the accumulation stage of their financial lives.

All of my revenue is commission-based.



All of my revenue is recurring and fee-based.

I have an advisor-driven practice that is solely reliant upon me.

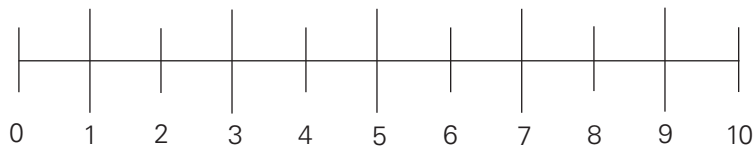


I have a process-driven, sustainable practice that I can easily transition.

Subtotal: _____ **out of 250**

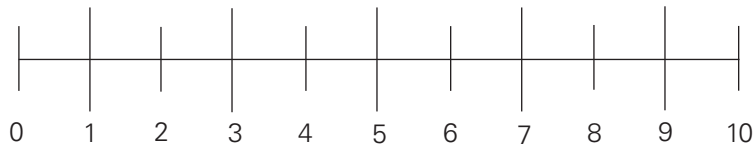
MARKETING YOUR BUSINESS

I do not have a clearly defined value proposition.



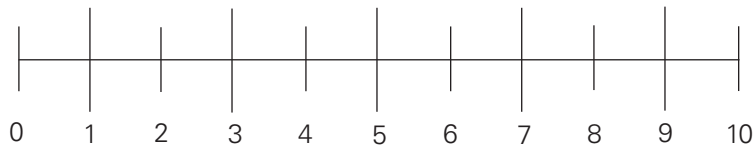
I have a clearly defined value proposition that is aligned with my target market.

I do not have formal marketing materials, a web site or an institutionalized brand.



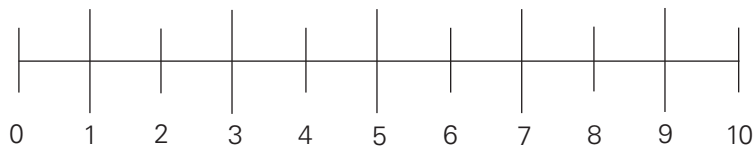
I have high-quality marketing materials, including a website, with an institutionalized brand.

I do not have a formal marketing plan and do not have a consistent flow of prospects.



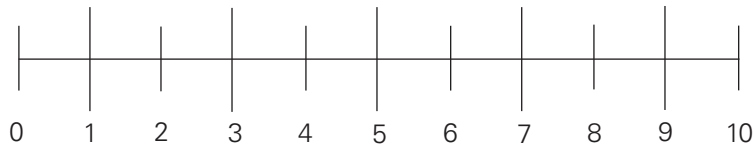
I have a formal marketing plan that consistently drives high quality prospects to my practice.

I have difficulty evaluating prospects because I have not defined my ideal client.



I consistently assess prospects using my ideal client profile that aligns with my target market.

I rarely get new business from client, center of influence or professional referrals.

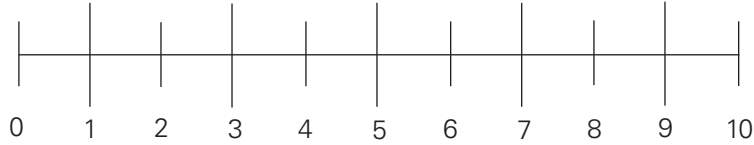


I consistently get new business from client, center of influence and professional referrals.

Subtotal: _____ out of 250

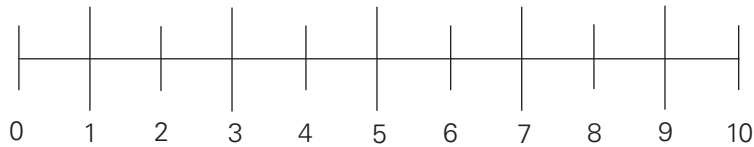
OPTIMIZING YOUR OPERATIONS

I do not automate processes with technological or outsourced solutions.



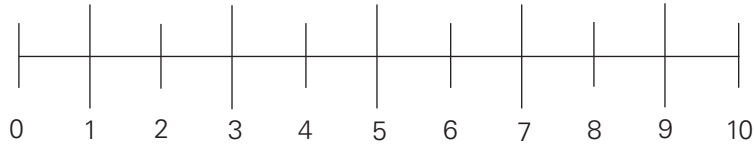
I consistently automate processes, utilizing technological and outsourced solutions.

I do not have written procedures for my operations and perform tasks using ad hoc processes.



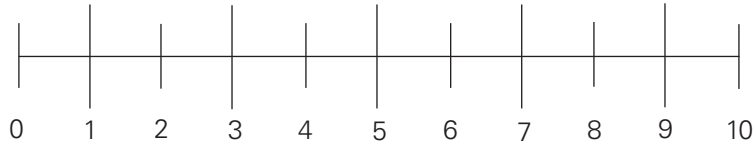
I have detailed written procedures for my business operations that are performed consistently.

I have not segmented my client base so I do not know how different clients drive revenue.



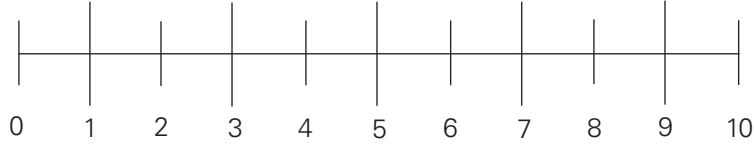
I have segmented my client base into tiers and know how they impact revenue and profitability.

I do not have a defined client service model and frequently provide non-standardized services.



I have a defined client service model that consistently provides a high-quality client experience.

I do not have a formal or consistent fee schedule.

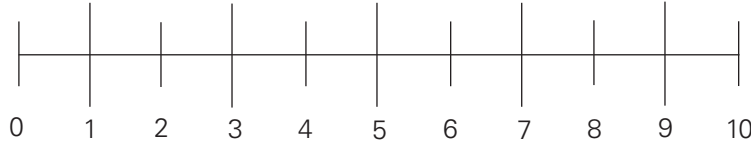


I have a formal fee schedule that is applied consistently and aligned with the services provided.

Subtotal: _____ out of 250

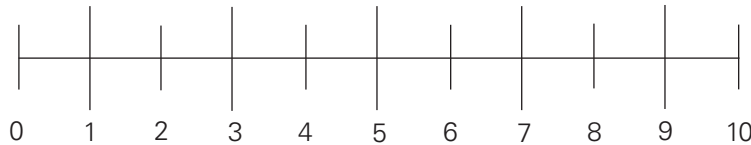
EMPOWERING YOUR TEAM

I have not invested resources in human capital development.



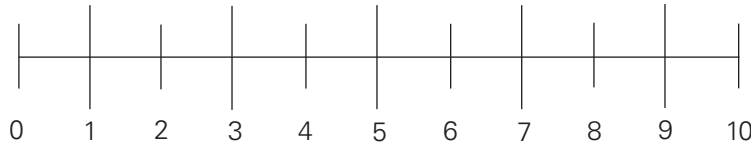
I have invested in developing and growing a staff in line with my firm's strategy and goals.

I do not have a formal compensation plan that aligns with industry standards.



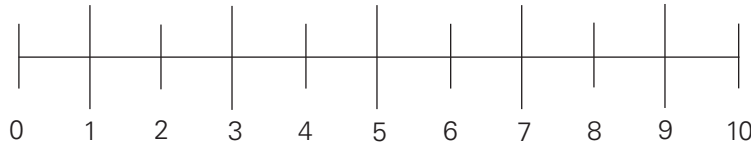
I have a formal compensation plan, aligned with industry standards that motivates my team.

I am responsible for all aspects of client engagement, service and back-office operations.



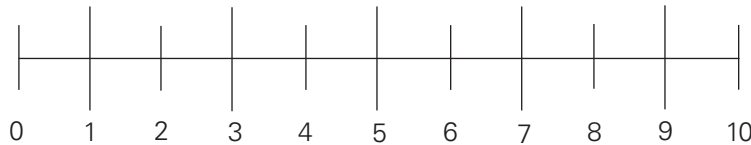
I focus only on revenue-producing activities and outsource or use my staff for everything else.

I am not staffed adequately to effectively manage my workload or reach my growth objectives.



I am staffed optimally to effectively manage my work load and I have capacity for growth.

I have problems with employee retention or have no employees to retain.



I have no problems with employee retention and have staff that are in the business for the long term.

Subtotal: _____ **out of 250**

Managing your Practice..... _____

Marketing your Business..... _____

Optimizing your Operations..... _____

Empowering your Team..... _____