
Facet
WEALTH

Agenda

Facet Background

How Facet can help Fidelity's custodial platform advisors

Addressing the top questions:

- How we work with advisors
- How advisors transition clients to Facet

Other FAQ's

How to Learn More

Facet Background

Facet is a national RIA that provides high-quality financial planning to clients with less than $1 million

- Every client has a dedicated CFP™ Professional
- We provide full-planning customized to their needs, and investment management is included
- We charge an affordable annual flat fee based on the clients' needs (not on AUM)
  - Average household is $350k net worth, average Facet fee is $1,600 per year
- How do we do it? We have built proprietary technology to make Facet Advisors more efficient (so we're a fin-tech company also!)

Facet Background

We partner with advisors to help them grow and maintain healthy practices by transitioning clients below their ideal minimum

- Advisors can achieve their strategic goals of growth, increased capacity, and increased profitability and valuation by partnering with Facet
- Strategic Alliance between Facet and Fidelity makes transitioning clients from advisors to Facet easy, allows you to help create better advisory firms that can grow, and keeps the assets on the Fidelity Institutional platform

Facet WEALTH

Advisor Conundrum – Why Transition Clients?

ADVISOR PROBLEM

Advisor has no capacity to grow or achieve strategic objectives – over 100 clients per advisor, no time, low or falling margins. Alternatively, advisor may be struggling to find time to offer value add over asset management

SEGMENTATION

Segmentation illuminates that clients below a certain revenue level are not profitable and take up a disproportionate amount of time relative to their revenue. Eliminating ~10% of revenue would increase capacity from 30%-50%. We call these "transitional clients"

FACET PARTNERSHIP

Facet provides a new home for transitional clients and will pay for all clients who sign with Facet. Our offer can increase total firm value by nearly a full multiple point on remaining revenue. We pay so the advisors have replacement revenue for the year following the transition

FREEDOM TO ACHIEVE GOALS

Advisor is free to pursue growth of higher-profit clients or is freed from the need to hire lower-level staff. Both actions have impact of increasing profit margins, increasing focus on high-value clients (which improves referrals) and increasing time available for other strategic initiatives

RESULTS

In year 2 post transition, advisors have:

- A higher margin business
- More sustainable client relationships
- Lower client to advisor ratios
- Higher prospective growth rates
- Lower staffing demands
- Higher valuation, more prospective buyers

The Transition Game Plan – The Facet Way

The Transition Conversation

Experience and guidance every step of the way

1. Call scripts & guidelines
2. FAQs, objections & rebuttals framework
3. Team & 1-on-1 coaching

Custom Transition Game Plan

Consistent, repeatable process designed around your workflow

1. Transition tailored to you
2. Hands on collaboration with Facet's team
3. Flexible, iterative process

Client Transition Experience

Seamless, easy transition to Facet Wealth

1. Seamless, high-touch transition
2. Dedicated CFP® Professional
3. Facet Financial Life Plan evolves with client goals

Your Dedicated Team

Transition Specialists

Expertise in crafting a custom game plan for your firm

Brent Weiss, CFP®, ChFC®
Co-Founder & Head of Planning

Harry Kirkpatrick, CFP®
Head of Onboarding

Client Success Managers

Delivering an amazing transition experience for your clients

Andy Barton

Tara Floyd

Dedicated CFP® Professionals

Depth and experience to deliver excellent planning and service.

David Wirth, CFP®

Hali London, CFP®

Other FAQ's

- Are my clients going to get a great experience?
- Is Facet legit?
- How does this align with the New Advice Value Stack?
- Is this better than sending clients to Retail?
- How do you price to the end-client?
- Is this a robo? What is your investment strategy?

How to learn more

- Our Advisor Partnership team is available to you to discuss individual advisor opportunities - contact information, collateral, this presentation and other valuable resources will be forwarded after this meeting

Please visit our website www.facetwealth.com/partnering-with-facet/

Or e-mail us at

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