www.sfg4you.com

The SFG Value Proposition

Signature Financial Group, LLC

GROW YOUR MOST VALUABLE ASSET

At Signature Financial Group our value is in recognizing that your unique talents as an advisor are best utilized when you are working directly with the client. Everything else while important in running a business, are secondary to you actually advising customers and gathering assets. This is where you achieve the greatest success because it's where you create the best outcomes. That is why everything we do is simply focused on making your life easier by freeing you up to do what you do best.

We accomplish this through a coordinated group effort. Our team becomes an extension of your team and we are all focused on serving the customer. Our support staff averages over 20 years' experience with our firm. People come here and stay here for a reason. A few examples of how we can impact your productivity and increase your business enterprise value:

- **Increase assets per client**
  - It's not uncommon for advisors to believe they have captured all their clients' investable assets, yet most clients when surveyed say the opposite is true. We help our advisors increase their AUM per client by combining better technology solutions and sales practices to capture additional opportunities.
- **Increase revenue per client**
  - Given our experience of working with advisors and clients we help advisors close more business particularly on higher net worth opportunities by introducing new product ideas to increase revenue per client.
- **Teach how to work with COIs/Professional partners**
  - Our team has extensive knowledge and experience working with centers of influence such as accountants, attorneys and financial institutions including banks and credit unions. We have helped advisors by introducing them to these professional partners and or by coaching them how to approach and collaborate with them.
- **Assist in closing business**
  - Clients, especially higher net worth clients often prefer a team approach of subject matter experts in a particular area. Our experienced team at Signature will meet with you and your prospects to help you close additional opportunities in these specific areas:
    - *Estate and wealth transfer planning*
    - *Portfolio construction management*
    - *Hedging strategies*
    - *Insurance case design expertise*
    - *Retirement planning*

MARKETING SUPPORT

We can provide customized marketing solutions in the areas of lead generation targeting existing clients and new opportunities.

- **New leads generated and referred**
  - Our ongoing marketing efforts combined with our reputation for a great client experience generates new leads that are provided to advisors.
  - We subscribe and pay for prospecting and referral tools that we make available to our advisors at no cost.
  - Orphan accounts that the firm manages can be made available to advisors as well.
- **Website and social media presence**
  - We work with you to build a marketing plan. We can evaluate your current plan and will help you enhance your website and social media presence.

BUSINESS PROCESSING AND COMPREHENSIVE SUPPORT

- **Admin Support /Concierge solutions**
  - Our administrative support team averages over 20+ years of experience with the firm. They are well versed in all aspects of supporting advisors' businesses. They provide support on paperwork completion, account opening, problem resolution, technology training, virtual administration, vacation back-up support, as well as a host of other operational support areas.
- **Transition and onboarding team**
  - Our dedicated transition team provides an added layer of "hand-holding" including new account opening, account transfer (ACAT) processing and ongoing training support that streamlines the onboarding experience of our advisors.
- **HR, payroll benefits**
  - We offer a group benefits plan for your administrative staff through our company group plan. The cost of the plan is incurred by the advisor, but it allows advisors to offer comprehensive benefits to their support team.
- **Compliance/Supervision**
  - Signature Financial is your principal. This benefits you as we are the first line of defense and your advocate on all compliance matters. Our culture throughout the organization is clear… "We've got your back".
- **Liaison to leadership team at B/D**
  - As one of the largest groups within our B/D, we have a strong relationship with the leadership team and a direct line into the leadership team.
- **Portfolio management / model portfolios**
  - We manage model portfolios to save you time and our research team is available for calls with your clients and prospects.

PRACTICE MANAGEMENT COACHING AND BUSINESS CONSULTING

- Managing clients and prospects is time consuming, however, advisors must also allocate and dedicate time to running the business. We work with our advisors to help them run a more profitable and efficient business.
    - *Increase advisor's enterprise value and make practice more attractive to successors.*
- We provide an open architecture platform that includes flexibility around product selection, branding and even an independent RIA.
- Succession planning and business continuity is critically important for us. We make sure all of our advisors have a continuity plan and we help advisors in buying other practices and financing them as well.
    - *We facilitate a community of over 100 advisors that freely share ideas and solutions to help each other. We provide a biannual conference that encourages participation and networking.*
- Most firms can't afford a CMO or a CFO, at Signature our advisors have the benefit of leveraging our expertise to help them with a marketing strategy or important financial decisions they are considering.
- We offer a Financial planning department that includes support from a CFP® professional and Para-planner to help advisors in building and evaluating financial plans.

FINANCIAL BENEFITS

Leverage our economies of scale to provide you capabilities and functional resources that smaller firms cannot afford or replicate on their own at the same net.

- We have existing space for advisors in several cities and would consider adding new space for the right team.
- We offer very aggressive payouts among the most competitive in the industry.
- We offer financial benefits, pricing advantages due to our scale both from the BD as well as from some vendors.
- Sense of community with conferences and regional events.
- Familial environment

LET'S HAVE A CONVERSATION ABOUT HOW WE CAN HELP YOU AND YOUR FIRM BECOME INDEPENDENT, BUT NOT FEEL ALONE.

Signature Financial Group, LLC
445 Hutchinson Ave., Ste 800
Columbus, OH 43235
614.846.6000