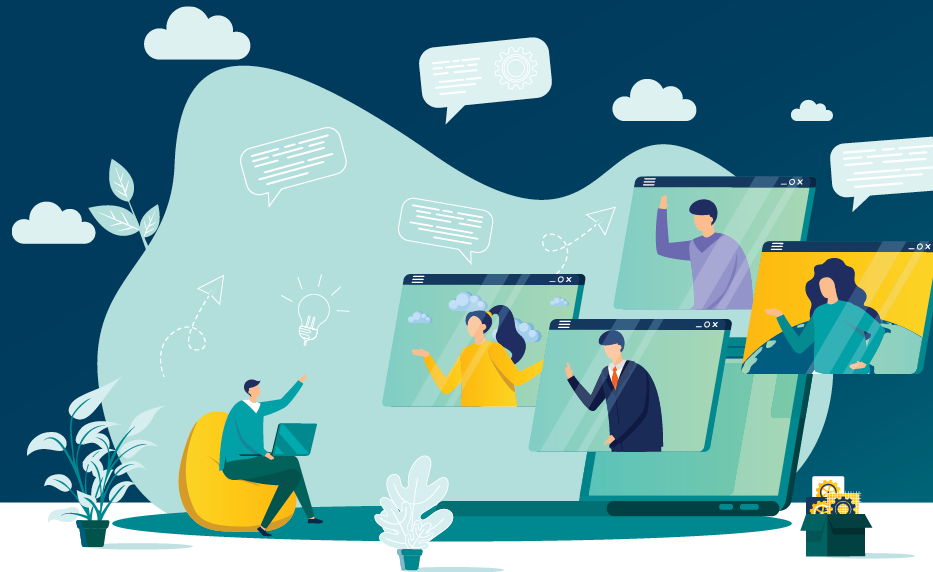


SYMMETRY®

ADVISORFEST

EXPERIENCE • GROWTH • TRANSFORMATION

Building a More Scalable & Profitable Business



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Productivity + Scale = Better Outcomes

SYMMETRY®

The Symmetry open architecture platform & services is designed to enhance advisor productivity and scalability, free up time, and expand advisor abilities to help deliver a better client experience.

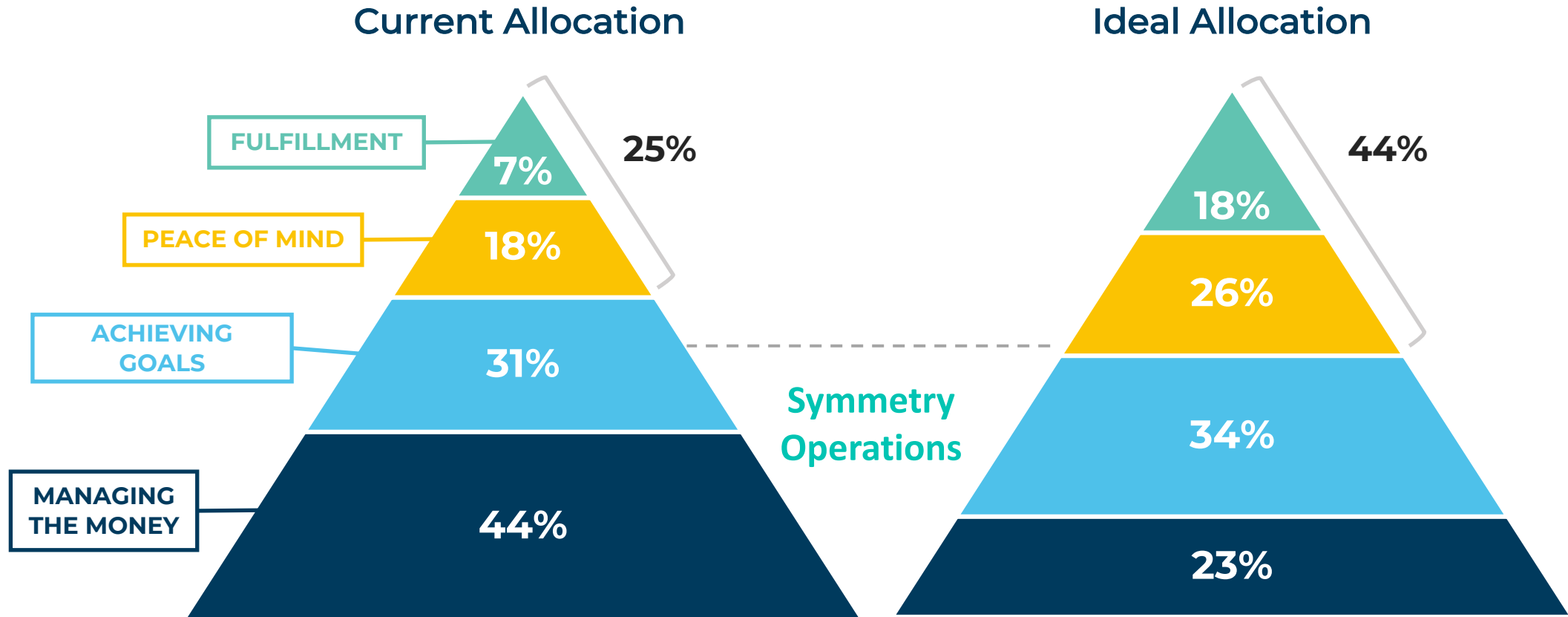
Firms Focusing on Client Experience...

- Grow **5x** faster than those that don't
- Command **16%** price premium on products & services

Source: *BEYOND THE CLIENT PORTAL: Redefining the Client Experience*. Orion, 2019

Time & Value


“How would you ideally like to allocate your time with a typical client?”



Source: 2017 Fidelity Value of Advice Day Pre-Work Survey completed online by attendees in advance

Why is Time and Value Important?

Our Solution Can Help Address All of Them

	Rank		Percent of firms	
			2020	2019
	1	Acquire new clients through client referrals	42%	37%
	2	Acquire new clients through business referrals	26%	26%
	3	Improve productivity with new technology	22%	24%
	4	Enhance strategic planning and execution	22%	24%
	5	Recruit staff to increase firm's skill set/capacity	21%	24%
	6	Improve satisfaction for existing clients	17%	16%

Source: 2020 RIA Benchmarking Study from Charles Schwab

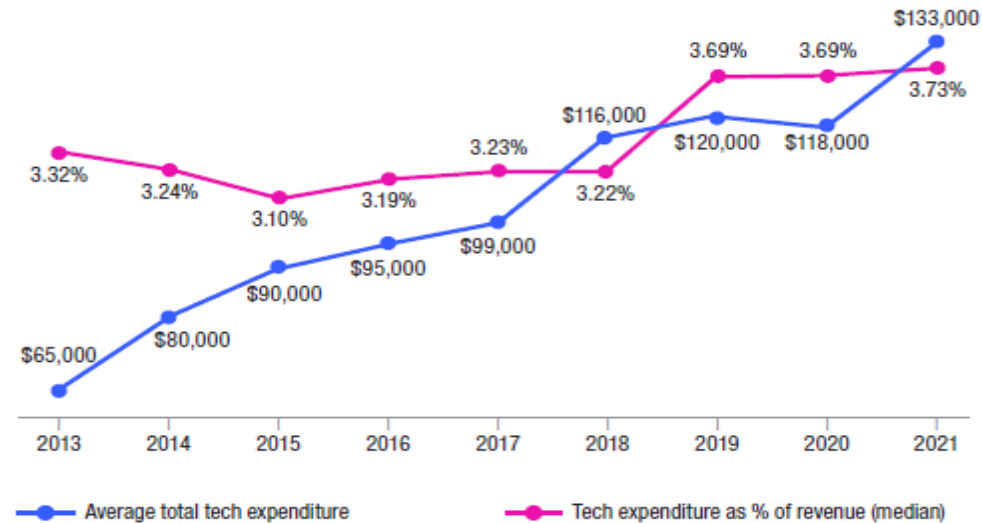
Tech Spending On Rise

Technology spending: Continuing to rise

After rising without interruption since the first InvestmentNews Technology Study in 2013, technology spending declined slightly in 2020, to \$118,000 from \$120,000 in 2019. But tech spending came roaring back in 2021, rising nearly 15% to an average of \$133,000. That level of spending represents an all-time high and marks the greatest growth since 2018, when spending leapt 17% year-over-year to \$116,000. Since 2013, annual tech spending has more than doubled.

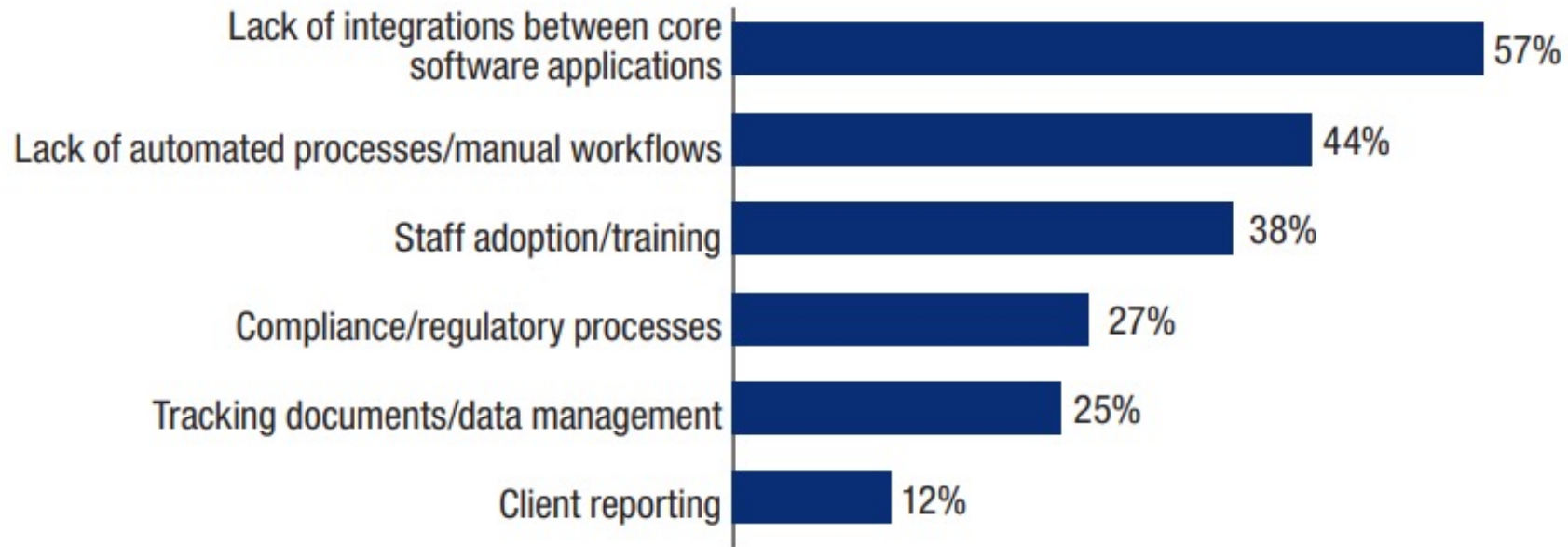
Also last year, technology spending represented a record level of revenue, with the median firm dedicating 3.73% of revenue toward tech investments.

Fig. 1 Tech spending again on the rise



Source: Investment News 2022 Adviser Technology Study

Top Technology Pain Points

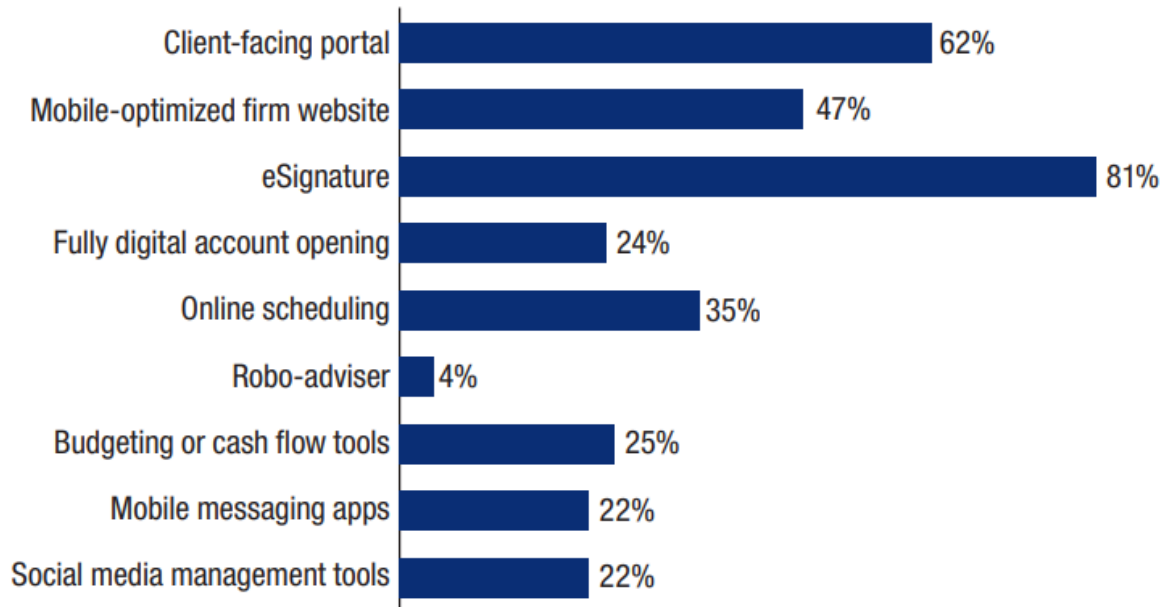


Source: *Investment News* 2022 Adviser Technology Study

A Comparative Study

Adviser Implementation vs. Client Demand

ADVISER IMPLEMENTATION



CONSUMER DEMAND



Source: *Investment News* 2022 Adviser Technology Study

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How to Build Scale and Profit?

- Time with existing clients, referrals, and prospects
- Tech
 - Platforms
 - Integrations, depending on platform
 - Portals
- Outsource Non-Revenue Generating Activities
 - Investments
 - Back Office
 - Virtual Assistant - Beta
 - Trading, Rebalancing
 - Marketing
- Holistic Financial Wellness
 - Health Insurance Exchange
 - Credit Exchange
 - FeeX

Scale with Advisor and Client Experience

Advisor Support

Advisor Experience and Productivity

Outsourcing Non- Revenue Generating Activities:

- Trading
- Account Maintenance
- Billing

Center point of contact:

- Work to provide excellent advisor experience and support advisor's unique book of business.
- Liaison between Advisor, Symmetry Billing, trading and processing teams as well as Custodian Service Teams

New Account Requirements:

- Supports and trains Advisor's use of platform for account opening process
- Work to resolve NIGO (not in good order related items) with custodian/advisor.

Advisor Support

Advisor Experience Cont.

Client/Account Documents

- My Symmetry Reporting:
 - Support advisor use of Symmetry technology to quickly access client ready reports (Cost basis, unrealized/realized gains, RMD etc.).
 - Provide copies/send requested reports to advisors.

Custodial documentation:

- Assist gathering necessary custodian documents to maintain accounts or reports to assist in answering client questions.

Existing Account Inquiries:

- Research client inquiries related to accounts and provide timely responses and updates on complex items. Help Solve housekeeping issues.

Client Experience

Client Experience

Dashboard and Scalable tools

- Clients can view accounts, holdings, and performance on an easy-to-use interface that is accessed via a **firm-branded portal**
 - Has the flexibility to disable certain views
- Electronic access to customizable **Quarterly Performance Reports** with email notifications
- Scalable account maintenance tools:
 - Setting up Advisor Authorizations
 - Systematic Distribution or Contributions

Virtual Assistant

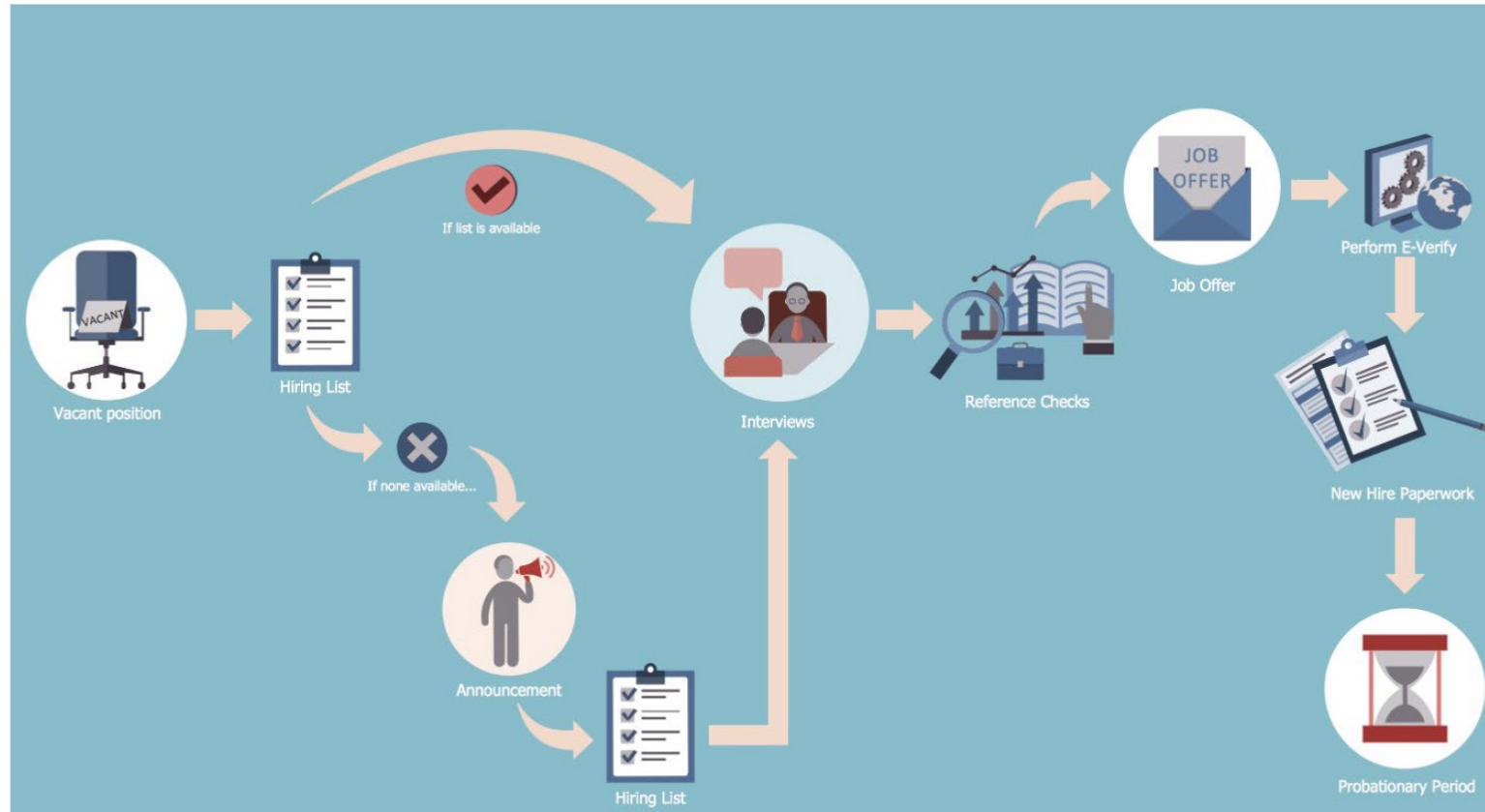
Cost of Employee Turnover

- **Time to Train a new hire**
 - 4 to 8 wks
- **Lost Productivity**
 - From interviewing, to onboarding, to training
- **Impact to Client Relationships**

Hiring

Cost of Staffing

SYMMETRY®



Disclosure

Cost of Employee Turnover



Outsourced Office Team

Virtual Assistance

- Symmetry can expand current offering to become Advisor's Virtual Assistant an outsourced office team.
 - Help avoid turnover risk.
- Provide Advisors Admin support remotely for their clients.
 - Assisting with account maintenance items.
 - Running proposals and getting paperwork to client via docuSign on the Advisors behalf.
- Allow the Advisor to spend more time growing the business

Questions?



Thank You



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