LIMITLESS

UPCOMING EVENTS

05.22-24 LEADERS EVEREST EVENT

06.03 PRODUCTIVITY VIRTUAL SUMMIT

UPCOMING COACHING CALLS

04.08 OFFICE HOURS
with Stephanie & Coach Natalie

04.15 PERSONAL PEAK COACHING CALL
with Coach Liz

USE ZOOM CHAT FOR TODAY'S QUESTIONS


LEADERS
PEAK PRACTICE
COACHING CALL
MARCH 2024

CLARIFYING YOUR IDEAL CLIENT BASE

CLEARLY DEFINING & DELIVERING DEEPER VALUE

BUILDING A HYPER-EFFICIENT DELIVER SYSTEM

OUR FOCUS THIS QUARTER

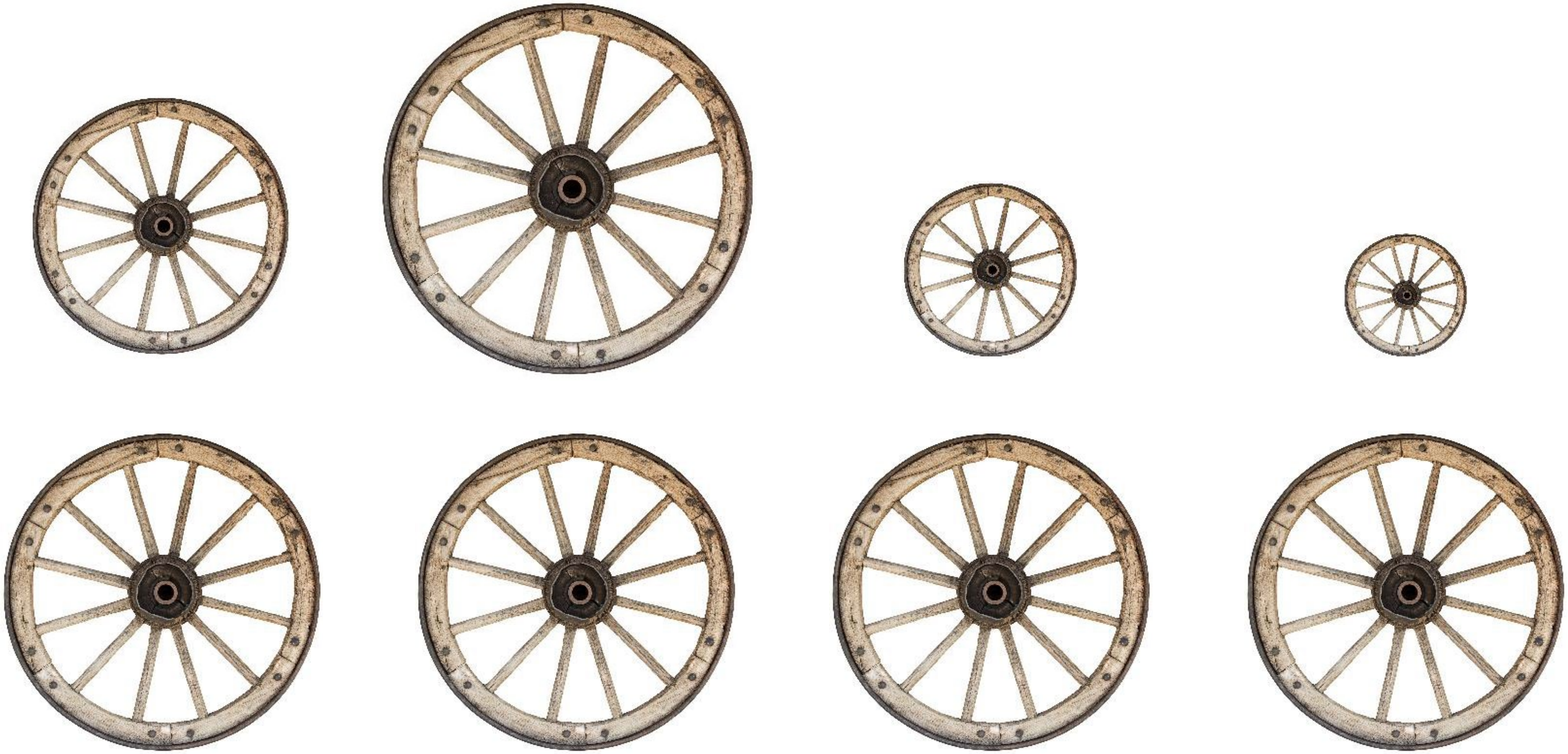

STRATEGY &
LEADERSHIP
ADVISOR
CAPACITY
LEAD
GENERATION
CLOSING
RATES

CURATING A (PROFITABLE) CLIENT BASE

MEET CLIENT PROFILE

SERVICE ALIGNS WITH FEES

IS A PROFITABLE RELATIONSHIP



REVENUE SERVICES CAPACITY PROFITABILITY

LIMITLESS

ANALYZE

The **CLIENT BASE & PROFITABILITY ANALYSIS tool** is used to assess the relationship between revenue, services, profitability, and capacity.

FIT

PROFITABILITY

REVENUE

CAPACITY

- Estimate profitability by segment
- Project cumulative client advisor-time needs
- Highlight capacity and efficiency concerns

Analysis Input:

Tier	Tier Name	Average Revenue	Current Number	New * Per Year	Adv Hrs / Yr	Staff Hrs / Yr
1	Tier 1 Name	$ 12,000	4	3	8	16
2	Tier 2 Name	$5,000	13	8	10	8
3	Tier 3 Name	$1,200	45	0	9	6
4	Tier 4 Name	$ 500	56	0	4	5
					Avg. Hours per Client	

Expenses & Weighting Methods

Expenses	$126,000
Weighting method for assigning expenses to clients:	Revenue

Advisor Roster and Annual Capacity Hours

Adviser Name	Hrs	Adviser Name	Hrs	Adviser Name	Hrs
Rico Suave	1,800	Name 4	0	Name 7	0
Jane Doe	1,400	Name 5	0	Name 8	0
Name 3	0	Name 6	0	Name 9	0

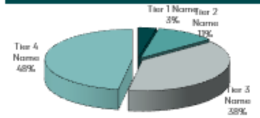
Profit Calculation

Tier	Revenue	Overhead	Profit	Profit Per Client
1	$ 48,000	$ 31,015	$ 16,985	/ $ 4,246 Per Client
2	$ 65,000	$ 42,000	$ 23,000	/ $ 1,769 Per Client
3	$ 54,000	$ 34,892	$ 19,108	/ $ 425 Per Client
4	$ 28,000	$ 18,092	$ 9,908	/ $ 177 Per Client
Firm Totals	$ 195,000	$ 126,000	$ 69,000	/ $ 585 Per Client

Future Projection: Growth trends are based upon client growth per tier. Total Available Adviser (ADV) capacity = 3200 HOURS / YR

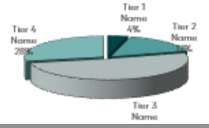
	Year 1					Year 3					Year 5				
	# of Client	ADV Capac	ADV Hours	Staff Hours	Profit ($)	# of Clien	ADV Capacit	ADV Hours	Staff Hours	Profit ($)	# of Clien	ADV Capacit	ADV Hours	Staff Hours	Profit ($)
1	4	1%	32	64	$ 16,985	10	3%	80	160	$ 76,427	16	4%	128	256	$ 143,519
2	13	4%	130	104	$ 23,000	29	9%	290	232	$ 92,349	45	14%	450	360	$ 168,186
3	45	13%	405	270	$ 19,108	45	13%	405	270	$ 34,392	45	13%	405	270	$ 40,365
4	56	7%	224	280	$ 9,908	56	7%	224	280	$ 17,833	56	7%	224	280	$ 20,930
OTA	118	25%	791	718	$ 69,000	140	31%	999	942	$ 221,000	162	38%	1207	1166	$ 373,000

CLIENT POPULATION (YEAR 1)



CLIENT PROFIT (YEAR 1)

ADVISER HOURS (YEAR 1)



CASE STUDY

$540,000 PRACTICE
80 CLIENTS
RPC $7,287

Analysis Inputs:

Tier	Tier Name	Average Revenue	Current Number	New # Per Year	Adv Hrs / Yr	Staff Hrs / Yr
1	A	$16,636	11	2	12	15
2	B	$6,702	39	14	8	12
3	C	$4,334	20	1	3	6
4	D	$ 641	10	1	0.5	1
					Avg. Hours per Client	

Expenses & Weighting Methods	
Expenses	$443,509
Weighting method for assigning expenses to clients:	Even

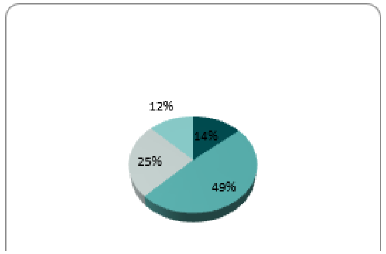
Advisor Roster and Annual Capacity Hours					
Advisor Name	Hrs	Advisor Name	Hrs	Advisor Name	Hrs
Alumni Member	1,800	Name 4	0	Name 7	0
Name 2	5	Name 5	0	Name 8	0
Name 3	5	Name 6	0	Name 9	0

Profit Calculator:

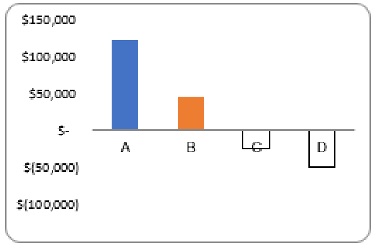
Tier	Revenue	Overhead	Profit	Profit Per Client	
1	$ 182,996	$ 60,982	$ 122,014	/ $ 11,092	Per Client
2	$ 261,378	$ 216,211	$ 45,167	/ $ 1,158	Per Client
3	$ 86,680	$ 110,877	$ (24,197)	/ $ (1,210)	Per Client
4	$ 6,410	$ 55,439	$ (49,029)	/ $ (4,903)	Per Client
Firm Totals	$ 537,464	$ 443,509	$ 93,955	/ $ 1,174	Per Client

	Year 1					Year 3					Year 5				
	# of Clients	ADV Capacity	ADV Hours	Staff Hours	Profit ($)	# of Clients	ADV Capacity	ADV Hours	Staff Hours	Profit ($)	# of Clients	ADV Capacity	ADV Hours	Staff Hours	Profit ($)
1	11	7%	132	165	$ 122,014	15	10%	180	225	$ 192,190	19	13%	228	285	$ 260,645
2	39	17%	312	468	$ 45,167	67	30%	536	804	$ 192,869	95	42%	760	1140	$ 359,497
3	20	3%	60	120	$ (24,197)	22	4%	66	132	$ 11,234	24	4%	72	144	$ 33,988
4	10	0%	5	10	$ (49,029)	12	0%	6	12	$ (38,188)	14	0%	7	14	$ (31,876)
OTA	80	28%	509	763	$ 93,955	116	44%	788	1173	$ 358,105	152	59%	1067	1583	$ 622,255

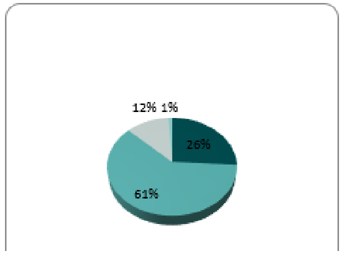
CLIENT POPULATION (YEAR 1)



CLIENT PROFIT (YEAR 1)



ADVISOR HOURS (YEAR 1)



- AVERAGE RPC LOOKS GOOD BUT...
- T3/T4 NOT PROFITABLE
- T2/T3 NOW/NO MARGIN BREAD & BUTTER
- NO NEW T3, T4 CLIENTS NEW MINIMUM $750,000 OR $1M
- CAPACITY NOT REFLECTIVE OF REALITY

LIMITLESS

CASE STUDY
ALUMNI LEADER

Analysis Inputs:

Tier	Tier Name	Average Revenue	Current Number	New # Per Year	Adv Hrs / Yr	Staff Hrs / Yr
1	A+	$18,120.00	31	10	8	6
2	A	$8,758.00	42	2	6	4
3	B	$4,429.00	27	0	1	2
4	C&D	$1,609.00	19	0	1	1
					Avg. Hours per Client	

Expenses & Weighting Methods

Expenses	$818,155
Weighting method for assigning expenses to clients:	Adviser Hours

Advisor Roster and Annual Capacity Hours

Advisor Name	Hrs	Advisor Name	Hrs	Advisor Name	Hrs
Neal M. Albritton	1,173	Name 4	0	Name 7	0
Kevin W. Albritton	960	Name 5	0	Name 8	0
Name 3	0	Name 6	0	Name 9	0

Profit Calculator:

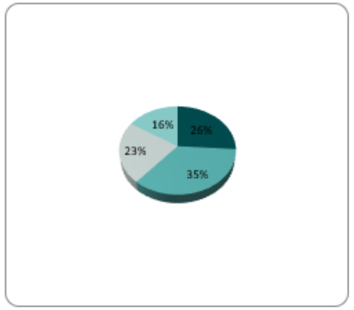
Tier	Revenue	Overhead	Profit	Profit Per Client
1	$ 561,720	$ 371,616	$ 190,104	/ $ 6,132 Per Client
2	$ 367,836	$ 377,610	$ (9,774)	/ $ (233) Per Client
3	$ 119,583	$ 40,458	$ 79,125	/ $ 2,931 Per Client
4	$ 30,571	$ 28,471	$ 2,100	/ $ 111 Per Client
Firm Totals	$ 1,079,710	$ 818,155	$ 261,555	/ $ 2,198 Per Client

Future Projections:

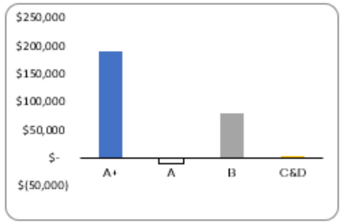
Growth trends are based upon client growth per tier. Total Available Advisor (ADV) capacity = 2133 HOURS / YR

	Year 1					Year 3					Year 5				
	# of Clients	ADV Capacity	ADV Hours	Staff Hours	Profit ($)	# of Clients	ADV Capacity	ADV Hours	Staff Hours	Profit ($)	# of Clients	ADV Capacity	ADV Hours	Staff Hours	Profit ($)
1	31	12%	248	186	$ 190,104	51	19%	408	306	$ 466,850	71	27%	568	426	$ 778,082
2	42	12%	252	168	$ (9,774)	46	13%	276	184	$ 93,538	50	14%	300	200	$ 169,359
3	27	1%	27	54	$ 79,125	27	1%	27	54	$ 89,322	27	1%	27	54	$ 95,414
4	19	1%	19	19	$ 2,100	19	1%	19	19	$ 9,277	19	1%	19	19	$ 13,563
OTA	**119**	**26%**	**546**	**427**	**$ 261,555**	**143**	**34%**	**730**	**563**	**$ 658,987**	**167**	**43%**	**914**	**699**	**$ 1,056,419**

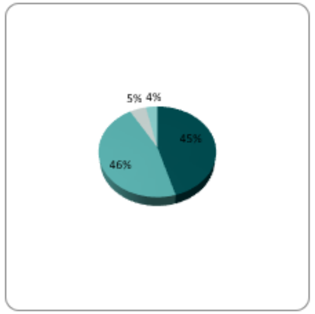
CLIENT POPULATION (YEAR 1)



CLIENT PROFIT (YEAR 1)



ADVISOR HOURS (YEAR 1)



OBSERVATION 1

OBSERVATION 1

OBSERVATION 1

LIMITLESS

LIMITLESS

CASE STUDY
ALUMNI LEADER

Analysis Input

Tier	Tier Name	Average Revenue	Current Number	New # Per Year	Adv Hrs / Yr	Staff Hrs / Yr
D	Diamond	$57,843	19	3	15	20
1	One	$24,199	41	12	6	15
2	Two	$12,272	74	20	5	15
3	Three	$6,797	100	6	5	12
					Avg. Hours per Client	

Expenses & Weighting Methods

Expenses	$1,058,382
Weighting method for assigning expenses to clients:	Even

Advisor Roster and Annual Capacity Hours

Adviser Name	Hrs	Adviser Name	Hrs	Adviser Name	Hrs
Sherri (CEO)	730	Tyler (FT Advisor)	80	Name 7	0
Jason (CIO)	700	Jessie (Inv Analyst)	60	Name 8	0
Jill (Inv / FP / 401K)	340	Melissa (Pearl Planning)	60	Name 9	0

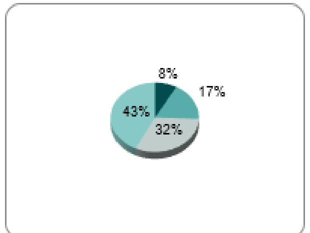
Profit Calculatc

Tier	Revenue	Overhead	Profit		Profit Per Client	
D	$ 1,099,017	$ 85,937	$ 1,013,080	/	$ 53,320	Per Client
1	$ 992,159	$ 185,443	$ 806,716	/	$ 19,676	Per Client
2	$ 908,128	$ 334,702	$ 573,426	/	$ 7,749	Per Client
3	$ 679,700	$ 452,300	$ 227,400	/	$ 2,274	Per Client
Firm Totals	$ 3,679,004	$ 1,058,382	$ 2,620,622	/	$ 11,199	Per Client

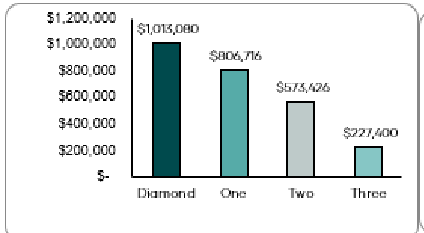
Future Projection: Growth trends are based upon client growth per tier. Total Available Adviser (ADV) capacity = 1970 HOURS / YR

	Year 1					Year 3					Year 5				
	# of Clients	ADV Capaci	ADV Hours	Staff Hours	Profit ($)	# of Clien	ADV Capacit	ADV Hours	Staff Hours	Profit ($)	# of Clien	ADV Capacit	ADV Hours	Staff Hours	Profit ($)
D	19	14%	285	380	$ 1,013,080	25	19%	375	500	$ 1,362,342	31	24%	465	620	$ 1,710,696
1	41	12%	246	615	$ 806,716	65	20%	390	975	$ 1,355,230	89	27%	534	1335	$ 1,917,038
2	74	19%	370	1110	$ 573,426	114	29%	570	1710	$ 1,017,187	154	39%	770	2310	$ 1,480,363
3	100	25%	500	1200	$ 227,400	112	28%	560	1344	$ 386,141	124	31%	620	1488	$ 513,081
OTA	234	71%	1401	3305	$2,620,622	316	96%	1895	4529	$ 4,120,900	398	121%	2389	5753	$ 5,621,178

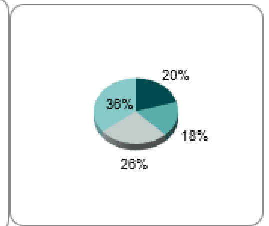
CLIENT POPULATION (YEAR 1)



CLIENT PROFIT (YEAR 1)



ADVISER HOURS (YEAR 1)



OBSERVATION 1

OBSERVATION 1

OBSERVATION 1

ASSESS

The CLIENT SEGMENTATION & FEE ANALYSIS tool allows you to Monte Carlo what impact changes to segmentation and fees would have on revenue

SEGMENTATION CHANGES

FEE CHANGES

REVENUE IMPACTS

SEE "RIGHT-SIZING CLIENT BASE" LESSON

Client Segmentation & Fee Analysis Results

LIMITLESS

This tool is designed to help you analyze and segment your current client base. The below summarizes your segmentation and fee analysis results based upon your inputs. It summarizes current value, new value and the delta (or difference) between these values. If you input your current fee schedule then the delta should be zero or negligible. If you input a new fee schedule the delta will show you the change to revenue, fees and segmentation. In order to assess the impact of changing the annual financial planning fee, input the new fee for each client.

EDIT CELLS WITH BLUE TEXT, all other cells are formulas.

To prevent possible issues in calculating formulas this worksheet is protected. To customize the tool or add additional analysis, simply unprotect the sheet by selecting "unprotect sheet" under the Review menu.

Segmentation Results

The below chart summarizes the results between your current model and the new model. The fee schedule being used in the model is shown to the right.

		Current Segmentation					New Segmentation					Fee Schedule	
Segmentation	Minimum Revenue	# of Clients	% of Clients	Total Revenue	% of Revenue	Avg Revenue per Client	# of Clients	% of Clients	Total Revenue	% of Revenue	Avg Revenue per Client	AUM Fee Schedule (BPS)	AUM (>)
A	$ 15,000	1	1%	$ 17,486	4%	$ 17,486	1	1%	$ 19,486	3%	$ 19,486	75	$ 3,000,000
B	$ 10,000	6	6%	$ 70,433	15%	$ 11,739	6	6%	$ 77,886	14%	$ 12,981	75	$ 1,000,000
C	$ 5,000	27	27%	$ 205,035	43%	$ 7,594	27	27%	$ 171,744	31%	$ 6,361	100	$ 500,000
D	$ 2,500	37	37%	$ 136,084	28%	$ 3,678	37	37%	$ 209,403	37%	$ 5,660	105	$ 250,000
X	$ 1,000	26	26%	$ 47,025	10%	$ 1,809	26	26%	$ 69,968	12%	$ 2,691	115	$ -
Z	$ -	3	3%	$ 2,885	1%	$ 962	3	3%	$ 13,687	2%	$ 4,562	0	$ -
TOTALS		100	100%	$ 478,948	100%	$ 4,789	100	100%	$ 562,174	100%	**$ 5,622**		

Client by Client Results

The below chart summarizes the changes on a client-by-client basis. Be sure to input a new annual financial planning fee to assess the impact of making changing to your financial planning fee

	Asset Management Revenue				AUM Fees (BPS)		
	AUM	CURRENT	NEW	DELTA	CURRENT	NEW	DELTA
TOTALS	$ 39,916,572	$ 327,948	$ 374,674	$ 46,726	82	94	12
Client	AUM	Current AUM Revenue	New AUM Revenue	Delta AUM Revenue	Current Avg BPS	New Avg BPS	Delta Avg BPS
Client 1	$ 1,931,508	$ 14,486	$ 14,486	$ -	75	75	0
Client 2	$ 1,825,029	$ 13,688	$ 13,688	$ -	75	75	0
Client 3	$ 1,530,329	$ 11,477	$ 11,477	$ -	75	75	0
Client 4	$ 1,523,595	$ 11,427	$ 11,427	$ -	75	75	0
Client 5	$ 1,380,085	$ 10,351	$ 10,351	$ -	75	75	0
Client 6	$ 1,244,197	$ 9,331	$ 9,331	$ -	75	75	0
Client 7	$ 1,225,202	$ 9,189	$ 9,189	$ -	75	75	0
Client 8	$ 1,206,338	$ 9,048	$ 9,048	$ -	75	75	0
Client 9	$ 1,180,838	$ 8,856	$ 8,856	$ -	75	75	0
Client 10	$ 1,089,291	$ 8,170	$ 8,170	$ -	75	75	0

	Annual Planning Retainer Revenue & Fees			Total Revenue		
	CURRENT	NEW	DELTA	CURRENT	NEW	DELTA
TOTALS	$ 151,000	$ 187,500	$ 36,500	$ 478,948	$ 562,174	$ 83,226
Client	Current FP Revenue	Input New FP Revenue	FP Revenue Delta	Current Total Revenue	New Total Revenue	Delta Total Revenue
Client 1	$ 3,000	$ 5,000	$ 2,000	$ 17,486	$ 19,486	$ 2,000
Client 2	$ 1,000	$ 2,500	$ 1,500	$ 14,688	$ 16,188	$ 1,500
Client 3	$ 1,000	$ 2,500	$ 1,500	$ 12,477	$ 13,977	$ 1,500
Client 4	$ -	$ -	$ -	$ 11,427	$ 11,427	$ -
Client 5	$ -	$ -	$ -	$ 10,351	$ 10,351	$ -
Client 6	$ -	$ -	$ -	$ 9,331	$ 9,331	$ -
Client 7	$ -	$ -	$ -	$ 9,189	$ 9,189	$ -
Client 8	$ -	$ -	$ -	$ 9,048	$ 9,048	$ -
Client 9	$ 2,000	$ 5,000	$ 3,000	$ 10,856	$ 13,856	$ 3,000
Client 10	$ 1,000	$ 2,500	$ 1,500	$ 9,170	$ 10,670	$ 1,500

The best way to make money is to not lose big chunks of it

Survival Strategy
(working towards rent & ramen)

Container Strategy
(maintain current, upgrade new)

Optimization Strategy
(exit non-ideal client $ as new come on)

Shift Strategy
(exit/sell all non-ideal clients; T1, T2 only)

Are you clear on how your client base is performing?

What stage of client base building are you in?

What is your next best step?

CLARIFYING YOUR IDEAL CLIENT BASE

CLEARLY DEFINING & DELIVERING DEEPER VALUE

BUILDING A HYPER-EFFICIENT DELIVER SYSTEM

Q2 / SUMMIT ACTION PLAN

Q&A