



# WEALTH MANAGEMENT INDEPENDENCE

## Partnered Independence Universal Pitchbook

Paul Sullivan, Founder & Managing Partner

# What is Wealth Management Independence?

I started Wealth Management Independence as a parallel company to my executive roles in the independent channel. I felt compelled to build a communication platform to address the rising tide of financial advisor dissatisfaction at the Big Four Banks: Merrill Lynch, Morgan Stanley, UBS and Wells Fargo. My platform is twofold: bi-weekly posts on LinkedIn, and a robust website that adds content semi-annually.

Financial Advisors routinely move among the Big Four. The primary reason is money. 350% deals are life-changing. Sadly, the new firms do little, if anything, to nullify the frustrations that once made the financial advisor role rewarding. Why? The Big Four are all the same - large bureaucratic institutions who, in my view, prioritize profitability disproportionately above financial advisors and their clients.

Independence is the fastest growing channel in wealth management today, and for two very good reasons. First, the Financial Advisor's job satisfaction rises significantly, and it's long overdue. Furthermore, Independence empowers the advisor to run his or her practice with deeply-held core values. Second, Independence puts clients first. In short, the Big Bank's agenda is no longer front and center. Free from conflicts, the Independent Financial Advisor can focus on holistic financial planning, core investment methodologies, and best-in-class service.

Because the Independent Channel has accelerated over the past 5 years, I decided not to sit on the sidelines. Hence, I retired from Merrill Lynch after 34 years, and moved directly to an independent firm. Today, I am the CEO of TriNexus Partners, a leading independent firm for some of the industry's most successful financial advisors.

I hope the information in this pitchbook helps to illuminate the benefits of Independence. If you want the freedom, flexibility and control of running your own firm, give Independence serious consideration. The transformation will renew your passion for our profession. Thank you.

Respectfully,

**Paul Sullivan**

Founder & Managing Partner



TOPIC	CONTENT*
<b>"Hybrid" Firm</b>	<p><b>Broker Dealer</b></p> <ul style="list-style-type: none"> <li>• Commission Business</li> <li>• Transactions</li> <li>• Includes Issuers &amp; Market Makers</li> <li>• Best Interest Standard</li> </ul> <p><b>Registered Investment Advisor</b></p> <ul style="list-style-type: none"> <li>• Fee Only Business</li> <li>• Money Managers (No Commissions)</li> <li>• Fiduciary Standard</li> </ul>
<b>"Partnered" Independence</b>	<p><b>Compliance Operations</b></p> <p><b>Human Resources</b></p> <ul style="list-style-type: none"> <li>• Benefits (availability)</li> </ul>
<b>Platform</b>	<p><b>Open Architecture</b></p> <ul style="list-style-type: none"> <li>• Stocks</li> <li>• Bonds</li> <li>• IPOs</li> <li>• Mutual Funds</li> <li>• ETFs</li> <li>• Separately Managed Accounts</li> <li>• Market Linked Notes</li> <li>• Private Equity</li> <li>• Hedge Funds</li> <li>• Insurance</li> <li>• Annuities</li> </ul>

\*Content is not specific to any RIA. Companies mentioned are examples; not recommendations or endorsements.

TOPIC	CONTENT*
Custodians	<b>Schwab</b> <b>Fidelity</b> <b>Pershing</b>
Technology	<b>Proposal Tool</b> <ul style="list-style-type: none"> <li>• VRGL</li> </ul> <b>Financial Planning</b> <ul style="list-style-type: none"> <li>• e-money</li> <li>• MoneyGuide Pro</li> </ul> <b>CRM</b> <ul style="list-style-type: none"> <li>• SalesForce</li> <li>• Wealthbox</li> </ul> <b>Performance</b> <ul style="list-style-type: none"> <li>• Addepar</li> </ul> <b>Advise &amp; Bill on “Assets Held-Away”</b> <ul style="list-style-type: none"> <li>• Pontera</li> </ul> <b>Billing</b> <ul style="list-style-type: none"> <li>• Albridge</li> </ul>
Marketing & Branding	<b>Your Company Name</b> <b>Custom Logo</b> <b>Custom Website</b> <b>Custom LinkedIn Page &amp; Editorials</b> <b>Custom YouTube Videos</b> <b>Custom Podcasts</b> <b>Custom Brochures</b> <b>Custom Newsletters</b>

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Grid	Typically... W-2 Independence: 50% 1099 Independence: 80%+																													
Income Statement	<div>Team: 2 Financial Advisors 2 Client Associates</div> <table><tr><td>Assets:</td><td>400,000,000</td></tr><tr><td>Revenue:</td><td>3,000,000</td></tr><tr><td>Net Profit:</td><td>1,750,000</td></tr><tr><td>Net Payout:</td><td>58%</td></tr><tr><td>Expenses:</td><td></td></tr><tr><td>    Firm Split (20%)</td><td>600,000</td></tr><tr><td>    Two CAs (100k Each)</td><td>200,000</td></tr><tr><td>    Rent</td><td>200,000</td></tr><tr><td>    Benefits (30k Each)</td><td>120,000</td></tr><tr><td>    Technology (15k Each)</td><td>60,000</td></tr><tr><td>    Marketing</td><td>50,000</td></tr><tr><td>    Utilities</td><td>10,000</td></tr><tr><td>    Errors &amp; Omissions</td><td>10,000</td></tr><tr><td>Total</td><td>1,250,000</td></tr></table>		Assets:	400,000,000	Revenue:	3,000,000	Net Profit:	1,750,000	Net Payout:	58%	Expenses:		Firm Split (20%)	600,000	Two CAs (100k Each)	200,000	Rent	200,000	Benefits (30k Each)	120,000	Technology (15k Each)	60,000	Marketing	50,000	Utilities	10,000	Errors & Omissions	10,000	Total	1,250,000
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Deal	<div><u>1099</u> Up-Front 100% Back-End 100% Total 200%</div>	<div><u>W-2</u> Up-Front 150% Back-End 150% Total 300%</div>																												
	Deals vary greatly, but this is an average.																													

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<b>Culture</b>	<b>Annual Meeting</b> <b>Regional Meetings</b> <b>C-Suite Connectivity</b> <b>Recognition</b> <b>Social Events</b> <b>Office Visits</b> <b>Idea Exchanges</b>
<b>Due Diligence</b>	<b>Meet C-Suite Executives</b> <b>Meet Institutional Investor</b> (e.g. Private Equity) <b>Meet One Board Member</b> <b>Review Capitalization Table</b> (Equity) <b>Meet Specialists</b> (In-House Subject Matter Experts) <b>Meet Transitions Specialist(s)</b> <b>Interview Two Partner Firms</b> (minimum) <b>Technology Demonstration</b> <b>Review Client &amp; Data Ownership Language</b>

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