

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.

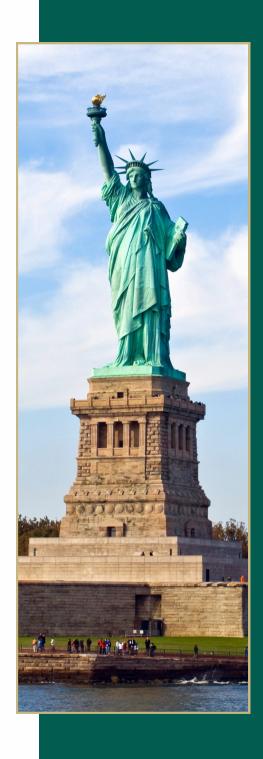
Because the Independent Channel has accelerated over the past 5 years, I decided not to sit on the sidelines. Hence, I retired from Merrill Lynch after 34 years, and moved directly to an independent firm. Today, I am the CEO of TriNexus Partners, a leading independent firm for some of the industry's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



	ТОРІС	CONTENT*
	"Hybrid" Firm	Broker Dealer
		Registered Investment Advisor • Fee Only Business • Money Managers (No Commissions) • Fiduciary Standard
	"Partnered" Independence	Compliance Operations Human Resources • Benefits (availability)
	Platform	Open Architecture Stocks Bonds IPOs Mutual Funds ETFs Separatedly Managed Accounts Market Linked Notes Private Equity Hedge Funds Insurance Annuities
WEALTH MANAGEMENT INDEPENDENCE	*Content is not specif	fic to any RIA. Companies mentioned are examples; as or endorsements.

	TOPIC	CONTENT*	
	Custodians	Schwab Fidelity Pershing	
	Technology	Proposal Tool VRGL Financial Planning e-money MoneyGuide Pro CRM SalesForce Wealthbox Performance Addepar Advise & Bill on "Assets Held-Away" Pontera Billing Albridge	
	Marketing & Branding	Your Company Name Custom Logo Custom Website Custom LinkedIn Page & Editorials Custom YouTube Videos Custom Podcasts Custom Brochures Custom Newsletters	
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CONTENT*

Typically...

W-2 Independence: 50% 1099 Independence: 80%+

Team: 2 Financial Advisors

2 Client Associates

400,000,000 **Assets:** 3,000,000 **Revenue: Net Profit:** 1,750,000 **Net Payout: 58% Expenses:** Firm Split (20%)

600,000 Two CAs (100k Each) 200,000 200,000 Rent Benefits (30k Each) 120,000 **Technology (15k Each)** 60,000 Marketing 50,000 **Utilities** 10,000 **Errors & Omissions** 10,000 1,250,000

W-2

Up-Front 100% Up-Front 150% Back-End 150% Back-End 100% **Total 200% Total 300%**

Deals vary greatly, but this is an average.

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