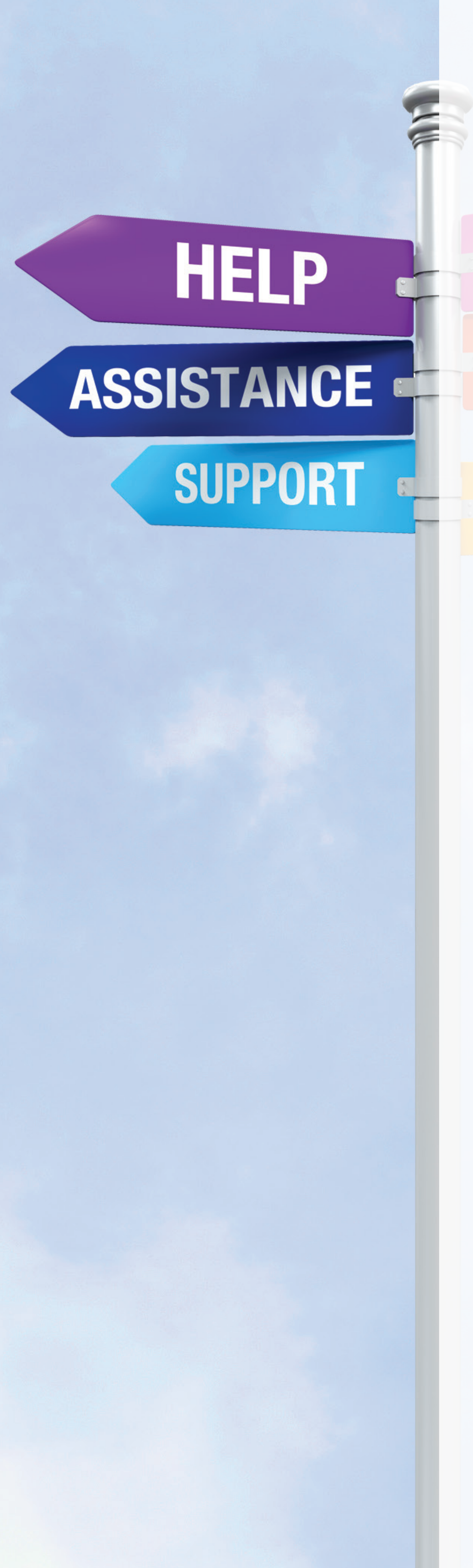
SUPPORTING SUCCESSFUL ADVISORS

Exemplar Financial Network

Human capital know-how to propel your business



TRANSITION
WITH EASE AND CONFIDENCE

The right partner can make all the difference in the world

>> Changing firms could seem like a daunting task if you don't have the right partner to help you plan an execute. At Exemplar Financial Network, we've helped more than 70 advisors transition their practice to LPL. Our transition team will help you navigate every aspect of moving your business.

We'll help you stay focused on your business

>> Moving your licenses and client accounts is just part of the process. We believe with our experience we can get you through the process faster so you are back in business sooner. Once you make the move, we'll help you tap into the tools and resources that we use on a daily basis in our own wealth management practice.

Now that you are onboard

>> With Exemplar Financial Network, you are independent but never alone. You'll enjoy our collaborative environment and community of advisors willing to share ideas and best practices on what they are doing to grow. You are our client and our commitment to you is to earn your business every day.

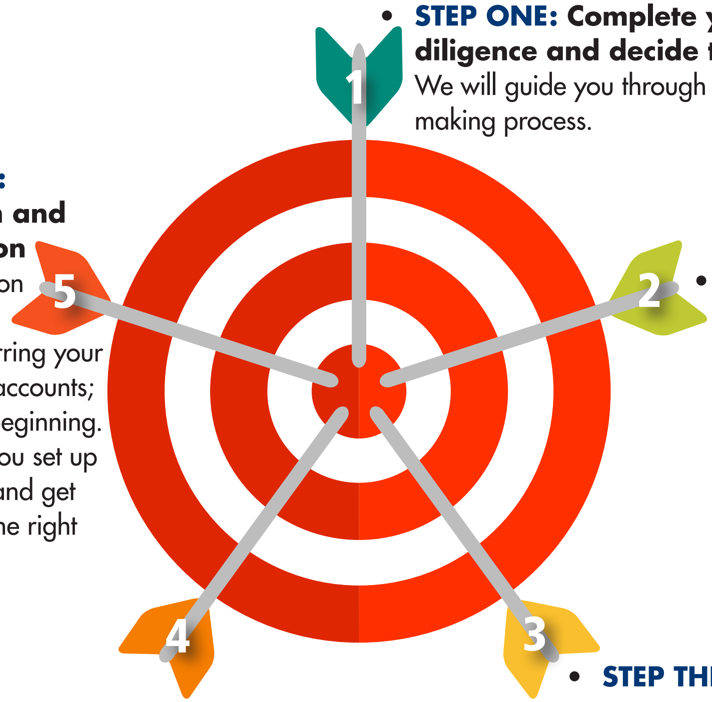
"I had nightmares about my impending transition, but the team alleviated all my fears. The Exemplar Transition Team is dynamite."

– Tom P., Glen Ellyn, IL

Contact us to discuss your practice and the transition assistance available for you.

TRANSITION SUPPORT:
THE FIVE STEPS OF A TRANSITION

Exemplar Financial Network's Transition Team has over *20 years of collective experience helping advisors manage their practice*. The Transition Team's responsibility is to help you navigate the LPL Financial platform while getting to know you and your business as thoroughly as possible. During the pre-licensing process and for the first six months of your affiliation the Transition Team will:



- **STEP ONE: Complete your due diligence and decide to join**
  We will guide you through the decision making process.

- **STEP TWO: Create your Transition Plan**
  We start with the end in mind and get to learn as much as we can about your practice to make sure you have the answers before we start to transition.

- **STEP THREE: Advisor and team onboarding plan**
  We work with our dedicated onboarding consultant to help you secure compliance approval and set up systems and registrations for you and your team.

- **STEP FOUR: Practice Transition**
  We'll execute a transition plan that includes training, product mapping and repapering your accounts.

- **STEP FIVE: Affiliation and Acclimation**
  Your transition doesn't end with transferring your clients and accounts; it's just the beginning. We'll help you set up your office and get headed in the right direction.

Our goal is to have 100% of your accounts transferred within the first 90 days.

TRANSITION SUPPORT:
BENEFITS OF WORKING WITH EXEMPLAR

A team of partners. We have experienced trainers, transition consultants and repapering specialists to streamline your transition with precision planning and execution.

Shoulder to shoulder support. Because we recently transitioned over 70 different advisors practices, we know what it takes and provide the support you need.

Comprehensive training includes access to our learning center to complete training modules before you come on board, giving you the opportunity to look at every platform and support tool.

The key to a successful transition is getting to know you and then developing a customized plan based on your business.

Our product mapping process will look at every product you are using now to identify any existing positions that aren't transferrable; giving us time to come up with a plan.

Repapering streamlined. We have the experience of moving each type of account, so we can help you prepare and will share what we learned during our transition to save you time.

Your transition doesn't end with transferring clients and accounts; it's just beginning. We will help you set up your office, introduce you to all the tools you'll need to take your business to the next level; and help you figure out how to use them.

THE CAVALRY:
OUR TEAM STANDS READY TO SERVE

We have solutions to your operational challenges.

- Our dedicated problem resolution center is your cavalry and advocate – so you don't get lost in the home office black hole.
- Our team takes ownership of your issues and sees them through to resolution.
- Our team is immersed in a high functioning wealth management practice and they understand your business.

We are passionate about supporting your independence and giving you a voice. We are committed to being a trusted partner at your side each and every day.

"Exemplar knows my business, understands my needs and champions causes affecting my firm. That kind of support is why Exemplar ranks among the top Enterprises across the firm."

– Jim P., Arlington Heights IL

ADMINISTRATIVE SUPPORT:

TAP INTO EXEMPLARY SYSTEMS

Exemplar Financial Network offers you a satellite office plug-and-play option enabling you to tap into administrative support from experienced administrative professionals located in our Crystal Lake and Westmont offices.

This administrative team will be available to:

- Set, prepare and confirm appointments, assemble paperwork and send it to the printer in your office. They can also receive paperwork, process orders, place trades and manage all the servicing issues necessary with your accounts.
- Administrative support service includes client review preparation. Review documents are prepared following an exemplary process centered on a schedule that is organized around client segmentation. These reports can be tailor-made to your practice.
- Administrative services are conducted under your direction and your calendar is managed through a shared calendaring system via our dedicated cloud server setup.
- Fees for administrative support are calculated based on your business model, type of services you offer, number of accounts and number of clients.

"Utilizing Exemplar's exceptional admin support team means I can get out of the manager role and focus more of my time and effort on my clients and building my practice. I have seen a marked improvement in my business and I have more freedom in my day with the confidence of knowing my clients are getting great service! When the chief admin went on medical leave, we didn't skip a beat!"

– Brian V., Winnetka, IL

PLUG AND PLAY TECHNOLOGY?

One of the greatest advances of our time can also be one of the biggest headaches for you and can rob you of precious time and energy.

To make full use of the administrative support services we provide, the Exemplar Network Terminal Server is a dedicated Cloud-based system that enables you to tap into your technology platform 24-7/365 anywhere in the world via a live internet connection. This service manages the full Microsoft Office suite, Adobe and Goldmine Database System.

- **GoldMine** is a contact management system enabling you to have access to all of your client contact information. Goldmine features a shared calendar viewable by the entire support staff and an email manager which allows linkings to a contact's record of all sent and received emails. This integration allows you and your administrative team to look at your contacts and be on top of anything happening with your clients. This technology is compatible with mobile devices.
- The capability to work in **Outlook** exists, while the administrative support team manages their activities in GoldMine.
- **idoc** is available at no additional charge and allows you to store your documents, reducing the paper buildup in your office and with easy access to them from anywhere.
- **DocuSign** can be used to complete paperwork in minutes or hours—not days—from almost anywhere in the world. Quickly and securely access and sign documents. Easily upload and send documents for others to sign. Send reminders and check signing status almost any time.

Achieve your goals with our help—but on your terms. Contact us to see how we can maximize the value of your business.

ABOUT EXEMPLAR FINANCIAL NETWORK

Exemplar Financial Network provides results-oriented solutions that build equity in an advisor's business with programs designed to address the specific needs of their chosen business model. Exemplar guides advisors past the many perils and pitfalls of owning an independent practice. We recognize the need for impartial mentoring assistance. Exemplar assembled hand-picked talent to create a focused collection of expertise and resources.

A proven framework for creating sustainable growth enables us to effectively make positive improvements to an advisor's practice without disturbing their core competencies. Our structure provides a customized combination of online analytics, benchmarking tools, peer workshops, personal consultation and a variety of time-tested tools and resources. Exemplar is committed to helping advisors prosper – guiding *good* advisors to become *great*.

We are part of the largest independent broker-dealer in the industry.[1] Through LPL Financial, we offer industry-leading practice development and management programs to enhance your business, a full line of quality products to increase your competitiveness, innovative technology to increase your efficiency and back-office support for your operational excellence.

Create value on your terms. Benefit from our difference. Call us and experience our personalized level of support and learn about growth opportunities.

For more information, please contact:
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Exemplar
Financial Network

Securities and advisory services offered through LPL Financial, a registered investment advisor, Member FINRA/SIPC. For use with Financial Professionals only.

[1] As reported by Financial Planning Magazine, June 1996-2018, based on total revenue.