Business Assessment Report

Firm Performance Relative To Firm Goals and Peer Group Benchmarks

(note: All Firm Financial values are annualized)

Peer Group

Firm Financials	Your Firm	Benchmarks
Total Firm AUM		
Total Clients		
Recurring Revenue		
Total Revenue		
Total Expenses		
Operating Profit		
Projected Annual Growth Rate		

Goal tracking is available for AssetMark advisors. Contact your AssetMark Regional Consultant now.

Value Maximization Index™

Firm Relative to Peer Group Benchmark

Valuation Range

Firm Relative to Peer Group Benchmark

Managing Your Practice
Marketing Your Business
Optimizing Your Operations
Empowering Your Team

Key Performance Indicators (KPIs): Firm Performance Relative to Goals and Peer Group Benchmarks

Metric		Benchmarks
Recurring Revenue per Client		
Recurring Revenue per Advisor		
Total Revenue per Client		
Total AUM per Client		
Total AUM per Advisor		
Profit per Client		
Profit as a % of Revenue		
Clients per Advisor		
Revenue as BPS on Assets		

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Firm Financials

Performance Metric	Annualized values
Total Firm Assets Under Management	
Non-Recurring Revenue	
Recurring Revenue	
Total Revenue (Calculated)	
Direct Expenses	
Indirect Expenses	
Operating Profit (Calculated)	
Projected Annual Growth Rate	
Number of Client Relationships	
Number of FTE Non-Advisors	
Number of FTE Advisors	
Number of New Clients	

Value Maximization Indicators

MANAGING YOUR PRACTICE

I do not have a written business plan that drives future (1-, 3-,5+-year) goals.	0 1 2 3 4 5 6 7 8 9 10	I have a written business plan that is executed consistently and drives future goals.
I do not track financial business metrics.	0 1 2 3 4 5 6 7 8 9 10	I regularly track financial business metrics and work toward goals based on those metrics.
All of my clients are in the distribution phase of their financial lives.	0 1 2 3 4 5 6 7 8 9 10	All of my clients are in the accumulation stage of their financial lives.
All of my revenue is commission-based.	0 1 2 3 4 5 6 7 8 9 10	All of my revenue is recurring and fee-based.
I have an advisor-driven practice that is solely reliant upon me.	0 1 2 3 4 5 6 7 8 9 10	I have a process-driven, sustainable practice that I can easily transition.

Subtotal:

MARKETING YOUR BUSINESS

I do not have a clearly defined value proposition.	0 1 2 3 4 5 6 7 8 9 10	I have a clearly defined value proposition that is aligned with my target market.
I do not have formal marketing materials, a web site or an institutionalized brand.	0 1 2 3 4 5 6 7 8 9 10	I have high-quality marketing materials, including a website, with an institutionalized brand.
I do not have a formal marketing plan and do not have a consistent flow of prospects.	0 1 2 3 4 5 6 7 8 9 10	I have a formal marketing plan that consistently drives high quality prospects to my practice.
I have difficulty evaluating prospects because I have not defined my ideal client.	0 1 2 3 4 5 6 7 8 9 10	I consistently assess prospects using my ideal client profile that aligns with my target market.
I rarely get new business from client, center of influence or professional referrals.	0 1 2 3 4 5 6 7 8 9 10	I consistently get new business from client, center of influence and professional referrals.

Subtotal:

OPTIMIZING YOUR OPERATIONS

I do not automate processes with technological or outsourced solutions.	0 1 2 3 4 5 6 7 8 9 10	I consistently automate processes, utilizing technological and outsourced solutions.
I do not have written procedures for my operations and perform tasks using ad hoc processes.	0 1 2 3 4 5 6 7 8 9 10	I have detailed, written procedures for business operations that are performed consistently.
I have not segmented my client base, so I do not know how different clients drive revenue.	0 1 2 3 4 5 6 7 8 9 10	I have segmented my client base into tiers and know how they impact revenue and profitability.
I do not have a defined client service model and frequently provide non-standardized services.	0 1 2 3 4 5 6 7 8 9 10	I have a defined client service model that consistently provides a high-quality client experience.
I do not have a formal or consistent fee schedule.	0 1 2 3 4 5 6 7 8 9 10	I have a formal fee schedule that is applied consistently and aligned with the services provided.

Subtotal:

EMPOWERING YOUR TEAM

I have not invested resources in human capital development.	0 1 2 3 4 5 6 7 8 9 10	I have invested in developing and growing a staff in line with my firm's strategy and goals.
I do not have a formal compensation plan that aligns with industry standards.	0 1 2 3 4 5 6 7 8 9 10	I have a formal compensation plan, aligned with industry standards that motivate my team.
I am responsible for all aspects of client engagement, service and back-office operations.	0 1 2 3 4 5 6 7 8 9 10	I focus only on revenue-producing activities and outsource or use my staff for everything else.
I am not staffed adequately to effectively manage my workload or reach my growth objectives.	0 1 2 3 4 5 6 7 8 9 10	I am staffed optimally to effectively manage my work load and I have capacity for growth.
I have problems with employee retention or have no employees to retain.	0 1 2 3 4 5 6 7 8 9 10	I have no problems with retention and have staff that are in the business for the long term.

Subtotal:

Managing Your Practice

Marketing Your Business

Optimizing Your Operations

Empowering Your Team

Grand Total: