

# **Business Assessment Report**

Firm Performance Relative To Firm Goals and Peer Group Benchmarks (note: All Firm Financial values are annualized)

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

Peer Group



Value Maximization Index™

Firm Relative to Peer Group Benchmark

Valuation Range Firm Relative to Peer Group Benchmark

Managing Your Practice	Marketing Your Busines
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	

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

Valuation ranges shown are for illustrative purposes only and in no way constitutes a guarantee of individual practice valuation by AssetMark. Actual practice valuation may vary from tool results. Visit https://www.assetmark.com/~/media/assetmark/files/business\_assessment/bat\_terms\_of\_use to view the full terms of use for this tool.



## **Firm Financials**

Number of New Clients

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	

# **Value Maximization Indicators**

### MANAGING YOUR PRACTICE

I do not have a written business plan that drives future (1-, 3-,5+-year) goals.



I have a written business plan that is executed consistently and drives future goals.

I do not track financial business metrics.



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.



All of my clients are in the accumulation stage of their financial lives.

All of my revenue is commission-based.



All of my revenue is recurring and fee-based.

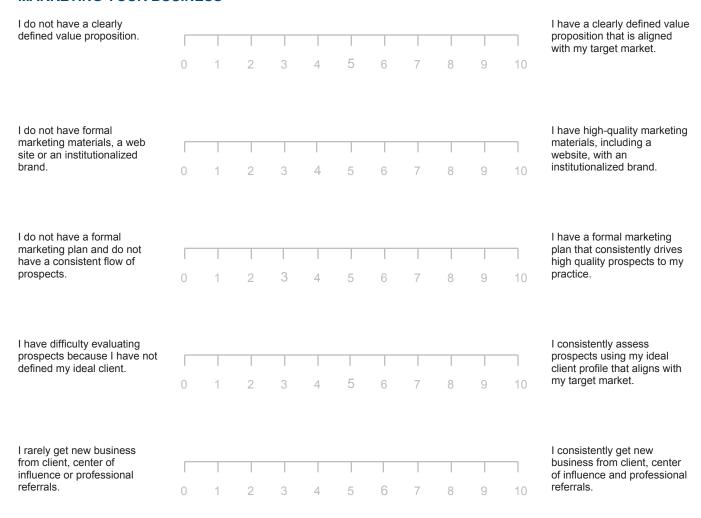
I have an advisor-driven practice that is solely reliant upon me.



I have a process-driven, sustainable practice that I can easily transition.

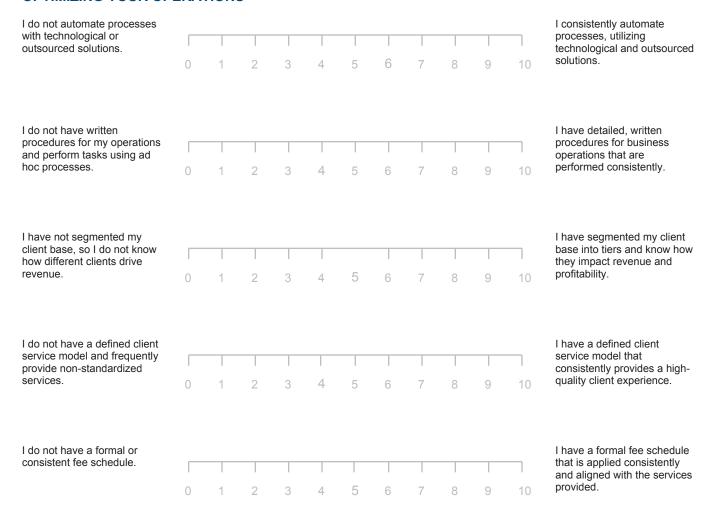
#### Subtotal:

#### **MARKETING YOUR BUSINESS**



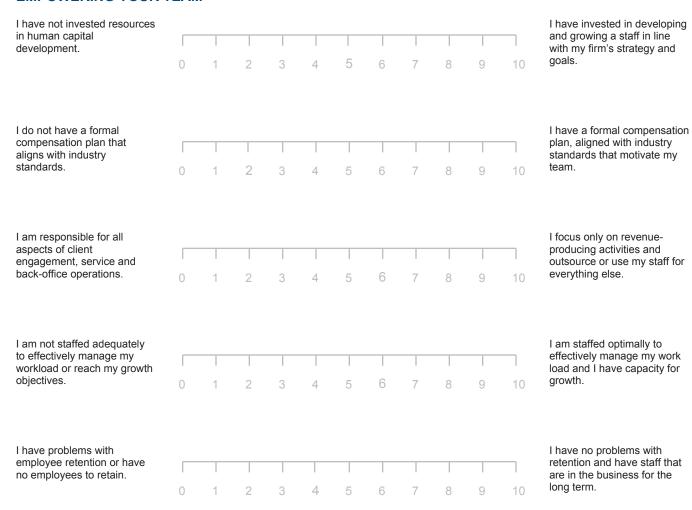
#### Subtotal:

### **OPTIMIZING YOUR OPERATIONS**



#### Subtotal:

#### **EMPOWERING YOUR TEAM**



#### Subtotal:

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

**Grand Total:**