GLADSTONE
WEALTH PARTNERS

FINDING YOUR FREEDOM

A Guide for Transitioning to the Independent Channel

Why are so many advisors going independent?

43%

reported **higher payout** is a major factor in considering the independent channel.*

35% reported **greater marketing flexibility** is a major factor in considering the independent channel.*

Because we get to know you, we tailor our services to your specific needs. With more personalized solutions and resources than anyone else in the industry, we've got you covered—now and as your practice grows.

*Cerulli Edge report, on U.S. asset and wealth management. April 2020

What myths do wirehouses want you to believe?

You've heard...

Independent advisors are alone and struggling to make it on their own.

Clients are not going to switch companies just to keep you as their advisor.

Anyone who leaves the firm will be sued and put out of business.

But really...

62% of independent advisors operate in a **team structure**.*

"Advisors who recently switched firms usually **retained most client assets** after making the move." **

Many cease-and-desist letters are sent as **scare tactics** to intimidate you.***

Begin your journey toward independence with Gladstone.

*Cerulli Edge report, on U.S. asset and wealth management. April 2020
**Cerulli, Think Advisor.com
***Matasar: Top Ten Mistakes Financial Advisors Make During Practice Transitions, AdvisorHub.com

Are independent advisors in demand?

"Client demand for more **personalized financial planning** services and a democratization of technology for smaller firms have pulled advisors and client assets toward firms in the independent and family-office space while also making them more viable and **competitive business models**."*

Gladstone can help you become an independent investment advisor by providing the personalized, comprehensive solutions you *must* have to address the needs you *will* have.

*Cerulli Edge report, on U.S. asset and wealth management. April 2020

What does the market look like for independent advisors?

655

breakaways recorded in 2019*

21.7%

increase in 2019 over 2018*

40%

increase in 2019 over 2015*
(previous record year)

"Over the last four years, the number of independents and multi-family offices, or MFOs, has **grown steadily** and attracted more high-net-worth and ultra-high-net-worth investors."

Independent Intel, May 19, 2020

With complete integration between your front-of-house client experience and Gladstone's rock-solid infrastructure, you'll find we have all you need to begin your journey toward independence.

*THE 2019 ECHELON RIA M&A DEAL REPORT

45% of advisors favor **joining an existing practice***

What does independence look like to you?

55% of advisors are interested in **starting a new practice***

No longer trapped in a wirehouse framework.

You can break free of the wirehouse without having to take on the responsibilities of opening a practice.

Being in control.

Starting your own practice means calling all the shots. And that includes deciding how much you want to handle yourself and what you'd rather delegate.

Whether you want the freedom to run your own shop or you'd rather transition to an existing practice, we'll tailor our comprehensive solutions to fit your unique situation and needs.

*Cerulli Edge report, on U.S. asset and wealth management. April 2020

What mistakes should I avoid when breaking away?

1. **Not planning at least three months ahead.** Use that time to connect with clients (make sure they have your cell number).

2. **Not saving funds prior to giving notice.** Plan to have liquid assets to cover at least one month's worth of household costs.

3. **Not keeping a poker face.** We know it's exciting, but be careful who you share your plans with. Plot your future away from your current office.

4. **Not reading the fine print,** particularly when it comes to protocol members and restrictive covenants.

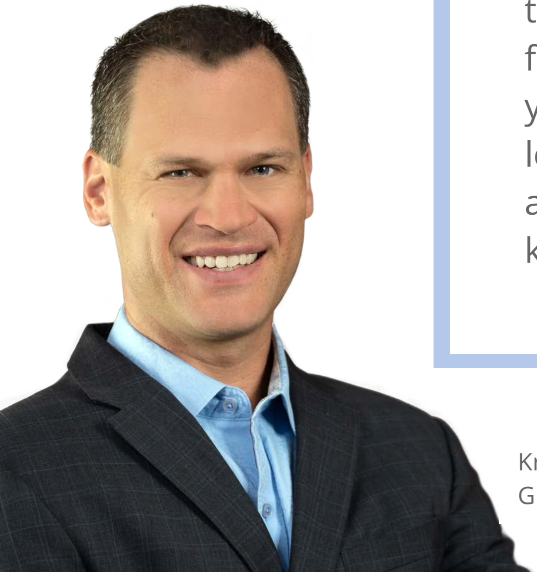
5. **Not hiring experts for support.** You don't have to do everything on your own. Seek out professionals you trust.

By putting Gladstone to work for you, you can break away without taking the risks that typically come with independence.

Source: Matasar: Top Ten Mistakes Financial Advisors Make During Practice Transitions, AdvisorHub.com

What should you look for in transition support?

At the end of the day, you want a team that is **dependable**. Look for a company that matches your standards and exhibits a level of **integrity** you feel good about. Having **transparency** is key to finding a good fit.



Kristopher Bonocore, President / Managing Partner
Gladstone Wealth Partners

- Marketing and Business Development
- Practice Management
- Business Protection
- Technology
- Commissions and Accounting

GLADSTONE
WEALTH PARTNERS

WhyWouldYouStay.com

We Champion Your Independence

Don’t you think it’s time you take control of your career?

Let’s Go (together)

Office: (908) 719-1313
Fax: (908) 719-1331
4 Mill Ridge Lane
Floor 2
Chester, NJ 07930
info@gladstonewealth.com