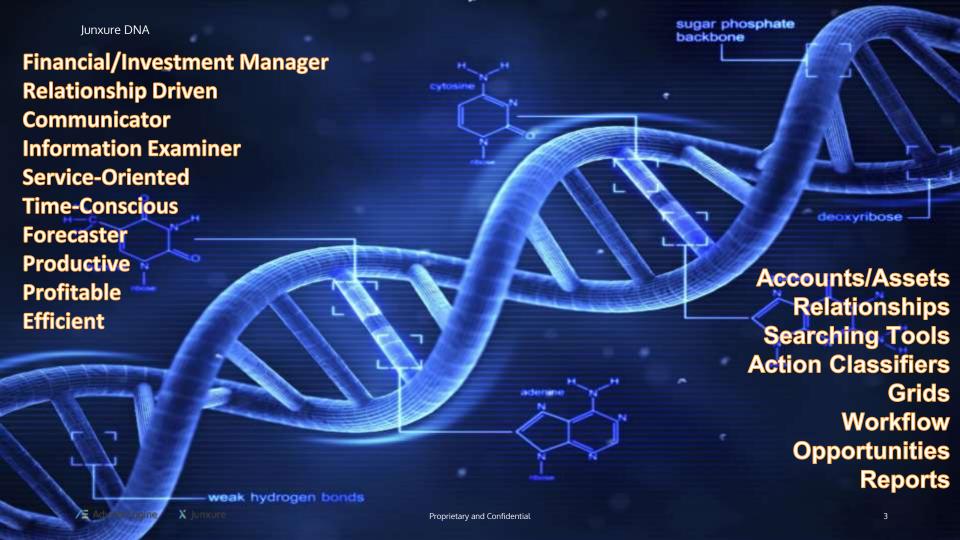




Presented by: John Haas Head of Consulting and Training

The big question... "What do we do next?"

"We don't know what we don't know."



Show Me The Money!



LINESTY Name

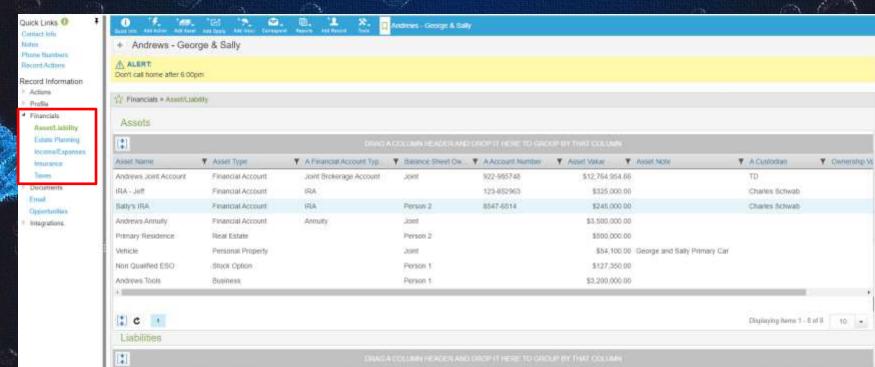
Home Mortgage:

Y LIBBOTY Type

Mongage

86598254

The Financial Big Picture



▼ Account Number ▼ Loan Payment Amount ▼ Original Amount ▼ Lisan Balance

\$2,159.00

\$425,000.00

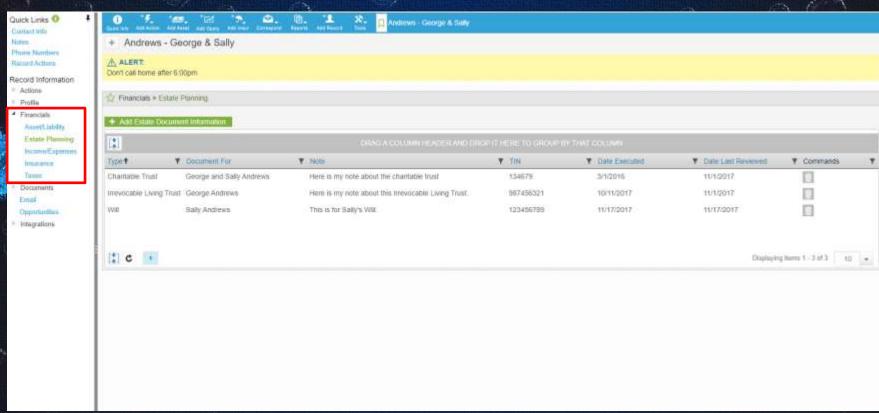
W Note

\$200,000.00. On track to have this paid off by January, 2022.

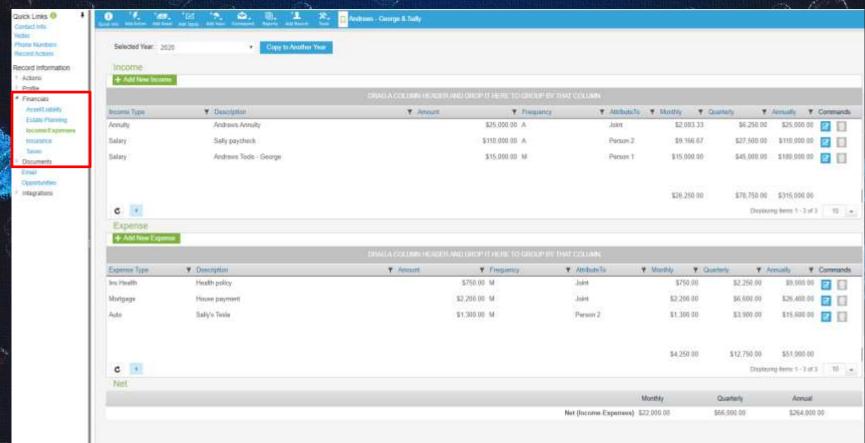
▼ Loan Rate ▼ Lien Holder

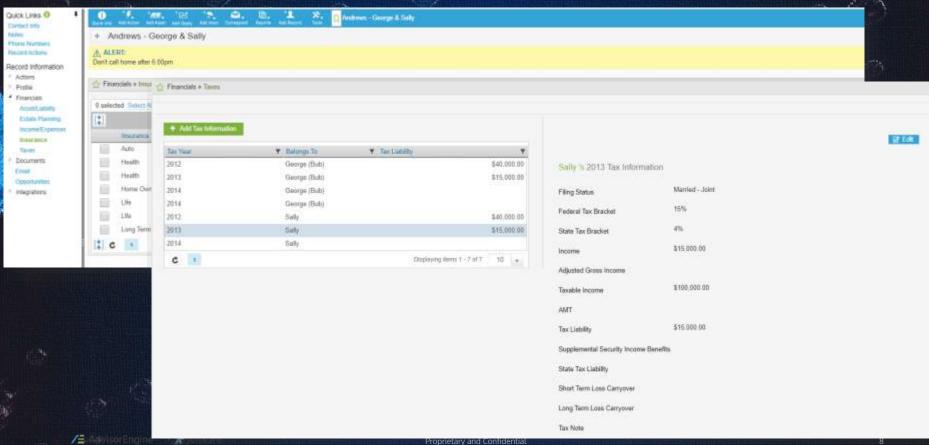
Wells Fargo

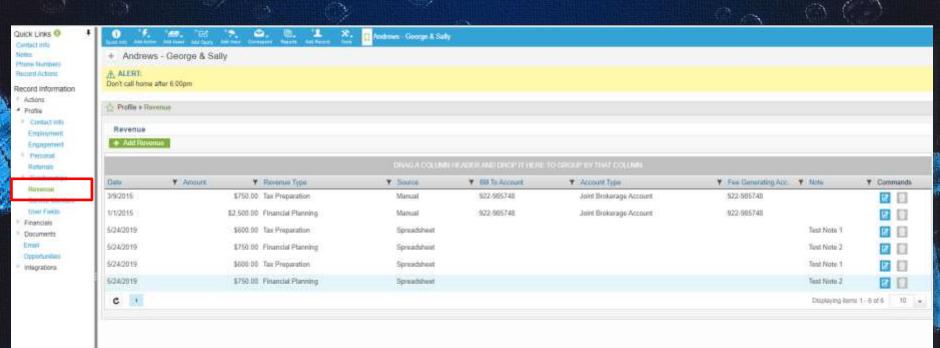
4.25





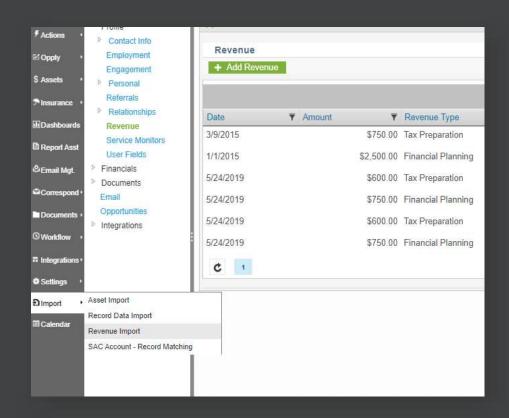






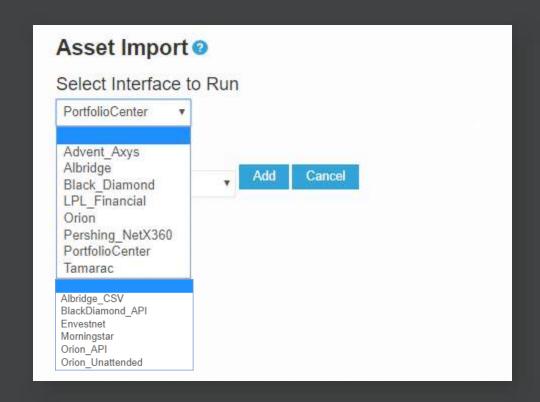


Integrations: Asset & Revenue Imports



AdvisorEngine X Junxure Proprietary and Confidential 1

Integrations: Asset & Revenue Imports



Custodial Integrations: Live Data!







AdvisorEngine X Junxure Proprietary and Confidential

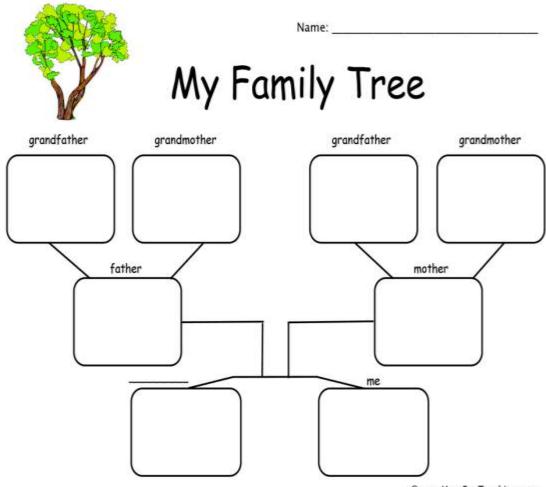
Custodial Integrations

| | ADDITIONAL PARDHMATION | | CUSTODIAL DATA |
|---------------------|-------------------------------|--------------------|--|
| | | | Account # 51011436 values as of 4/21/2020 1:35:09 PM from Schwab Advisor Center® |
| Total Account Value | Total Cash & Cash Investments | Total Market Value | Total Short Balance |
| \$91,349.78 | \$78.201.81 | \$13,147.97 | \$0.00 |
| Registration Type | Account Established | | Account Address |
| Indiv | 09/12/2007 | | 211 MAIN ST SAN FRANCISCO: CA 94105-0008 |

| OVERVIEW | ALERTS | HOLDINGS | THANSACTIONS | COST BASIS | ACCOUNT BALANCES | REPORTS |
|--------------------------------|------------|-------------|--------------|---|------------------|---------|
| Cash & Cash Investmen | ť. | Balances | | Margin Details | Balances | |
| Cash | | \$0.00 | | Money due | \$0.00 | |
| Schwab Govt MMF | | \$78,201.81 | | Margin equity | \$13,147.97 | |
| Margin Batance | | 50.00 | | Equity Percent | 100% | |
| Short Balance | | 50.00 | | Equity including Option market value | \$13,147.97 | |
| Total | | \$78,201.81 | | Margin buying power Buying power defails | \$291,351.30 | |
| Securities | Non-Margin | Margin | | Option requirement | \$0.00 | |
| Securities market value long | \$0.00 | \$13,147.97 | | Month to date interest owed | \$0.00 | |
| Securities: market value short | \$0.00 | 90.00 | | Other Month and div payout | \$0.00 | |
| Options: market value long | \$0.00 | \$0.00 | | and and the behavior | 20.00 | |
| Options: market value | \$0.00 | \$0.00 | | | | |

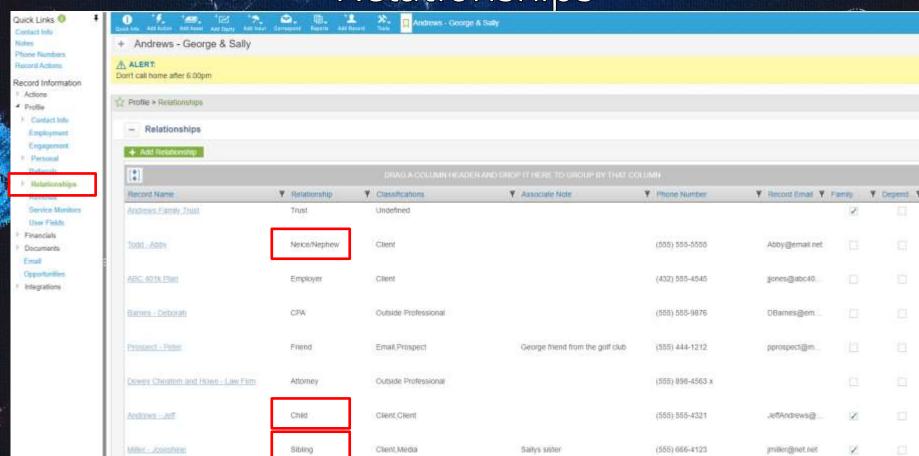
What can we do with all of this information?

Seven degrees of separation

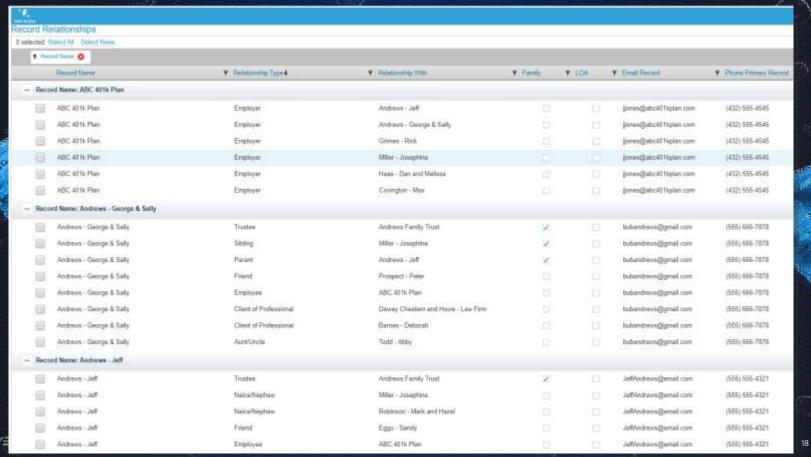


Junxure DNA Executive Attorney Professional **Parents** Siblings Trustee Friends CPA **Employer** Children **Family** Employee **Board Member**

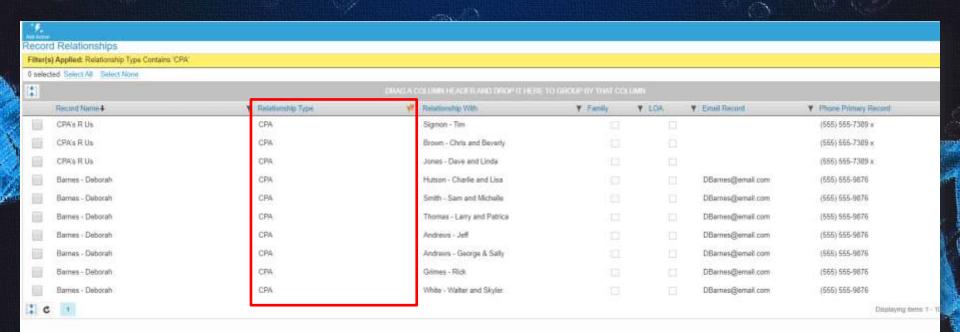
Relationships

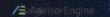


Relationship Reporting



Relationship Reporting







The Search Continues



CLASSIFICATIONS



CLASSIFICATIONS

| Client | Prospect | Professional | | |
|------------------------|--------------------------|-------------------|--|--|
| Client – Platinum | Prospect – Active | CPA | | |
| Retirement Planning | Prospect - Hot | Attorney - Estate | | |
| Reports - Mail | Monthly Market Update | Mortgage | | |
| Meet Freq – 3Y | Seminar Invites | Referral Partner | | |
| Distribution Phase | Asset Management | Newsletter | | |
| Nervous Nelly | | ClientView | | |

Quick & Advanced Search Use

- See a Quick List of Contacts
- ☐ Most Pre-built Reports
- ☐ Report Assistant
- Send Global Emails
- ☐ Print Envelopes/Labels
- Send Global Letters
- Grouping for the Record Data Change Tool
- Add Actions to a Group of Contacts

dvisorEngine Junxure Proprietary and Confidential 2:



1 Search for each Adv1, Adv2, CSR

Junxure

Marketing Searches

1 Search for each **CLASSIFICATION**

> Client Segmentation/ Service Level

Birthdays, Anniversaries, Milestones

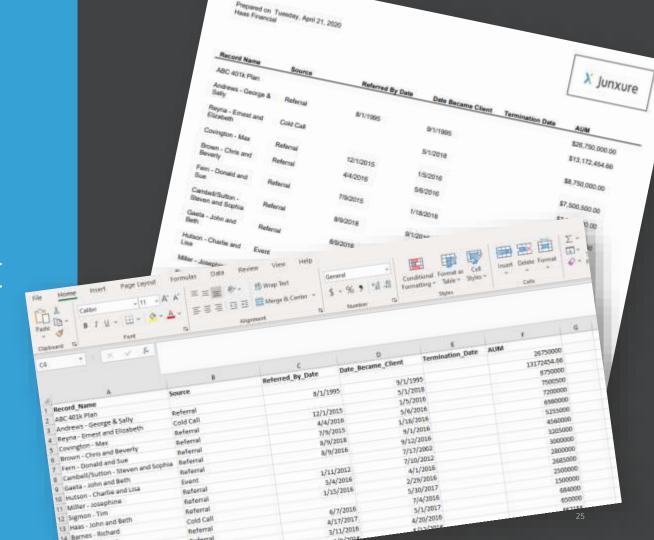
Frequent Communications

Compliance & **Audit Lists**

Search Categories **

**

Junxure: The Spreadsheet Buster!



Junxure: The Spreadsheet Buster!

Check this out!



Benefits

- ☐ Enter once, use multiple ways
- ☐ Reduce chance of data entry errors
- ☐ Everyone is using the same information
- Dynamic updating of information
- Ability to export and manipulate

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Time to take Action

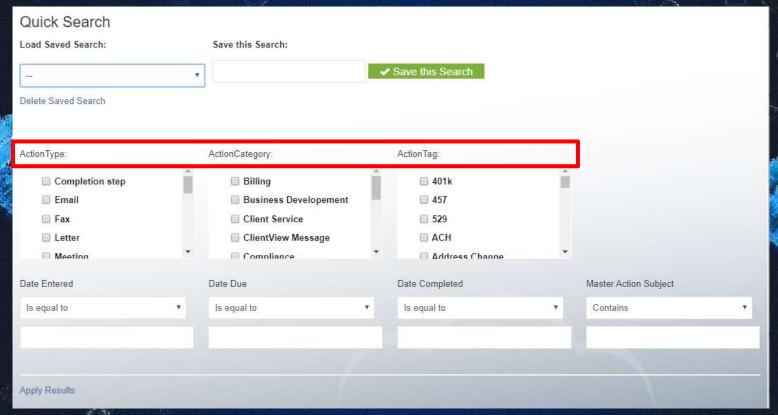


Action Classifiers

| Entered By* Haas, John Date* 2/15/2019 08:32 AM Time Spent Minutes Type* Note Category Select an Option Tags Select Tags Action Required Assign To Haas, John | | | | |
|--|------------------|---|--|--|
| Time Spent | Minutes | | | |
| Type * | Note | ₩ | | |
| Category | Select an Option | ₩ | | |
| Tags | Select Tags | | | |
| Action R | Required | | | |
| Assign To | Haas, John | ₩ | | |
| Priority | Select an Option | | | |
| Start Date | : | | | |
| Due Date | 2/15/2019 | | | |

| FYI on Save | : | | |
|--------------|---------------------|---|--|
| Select Group | Select Group to FYI | | |
| Viewing | : All | ₩ | |
| Adv 1 | | | |
| Adv 2 | | | |
| CSR | | | |
| Cochrane | e, Julie | | |
| Graeber, | Chris | | |
| Haas, Joh | nn | | |
| Operation | ns, Queue - | | |
| Wenzel, A | Amber | | |
| | | | |
| | | | |

Cut Through the Clutter





Searchable & Reportable

- Review meeting notes
- Know who we sent Privacy Policies to and when
- Review Pending Actions across the firm
- Print a list of clients that RSVP'd for an event
- ☐ Track when the last meeting was held
- Review all Compliance related activities

Proprietary and Confidential



Think backwards

Avoid the Gridlock!



Cut Through the Clutter

| | | | | | DRAG A COLUMN HE | EADER AND | | | | T. | q | |
|---|---|-----|------------|----------------------|------------------|-----------|--------------------|---------------------|-------------|-----------------|--------------------------|-----|
| | | | Entered By | ▼ ActionID | Action Required | 7 | ▼ Date Became Clie | ▼ Entered Da | Y Due date: | ▼ Service Level | ▼ Record Name | |
| + | 1 | | Haas John | 39466803-9492-4848 | - 13 | | 3/10/2020 | 04/08/2020 04:49 | | Class Gold | Kasserman - KC and Tammy | EL) |
| + | 1 | | Haas John | 3e0c7e53-9e81-442c | | | 3/10/2020 | 04/09/2020 11:12 AM | 4/16/2020 | Class Gold | Kasserman - KC and Tammy | |
| + | E | 0 | Haas John | a39cb543-a5e0-45e4- | | Haas John | | 04/08/2020 03:04 PM | (2020) | Class Gold | Kasserman - KC and Tammy | |
| + | i | 8 | John Haas | 6a3d4544-ce02-4130- | | | 9.2 | 09/10/2019 10:53 AM | 2019 | | Eggo - Sandy | |
| + | 1 | | John Haas | 7a5e505c-8253-4ab7- | ii. | | 9/2/2019 | 11/12/2019 03:32 PM | 2019 | | Eggo - Sandy | |
| + | 1 | | John Haas | 6a4b4884-1a12-4a60- | į. | | 9/2/2019 | 12/2019 03:35 PM | V2019 | | Eggo - Sandy | |
| + | 1 | | Haas John | 97de6429-3032-4275- | | Haas John | 9/2/2019 | Q 04:49 PM | | | Eggo - Sandy | |
| + | 1 | | John Haas | 8710ec96-/3a4-4221-9 | | Haas John | 9/2/2019 | 07/A RPM | | | Eggo - Sandy | |
| + | 1 | 100 | Haas John | De1e3cc3-7bc3-4641- | | John | 9/2/2019 | 04/02/2020 05 | | | Eggo - Sandy | |
| + | 1 | | John Haas | 3745d628-4dea-4aed- | 2 | | 9/2/2019 | 09/05 | 9/25/2019 | | Eggu - Sandy | |



Customize!

| Ф | | | DRAG A COLUMN HEADER | AND DROP IT HERE TO GROUP BY THAT COLUMN | | | Q. | | |
|---|---|------------------------------|-----------------------------------|--|---------------|---------------------|------------|-------------|----------|
| | | Record Name | Action Subject | Action Note | ▼ Action Type | ▼ Assigned To | ▼ Due date | ♥ Complete¥ | Days Uni |
| + | i | Dewey Cheatem and Howe - Law | - Andrews - Cost Basis | .9 | Email | | 4/21/2020 | V | 0: |
| + | I | Andrews - George & Sally | - New Babyl | | Email | | 4/21/2020 | 180 | 0 |
| + | į | Haas Financial | Out of office check | Check to see if anyone is out of the office. Review pending actions for that person and reassign actions if needed | Note | Haas John | 4/20/2020 | | -2 |
| + | ī | Andrews - George & Sally | - Meeting Questions | 9 | Email | | 4/17/2020 | 2 | 0 |
| + | İ | Andrews - George & Sally | Account Transfer In - Verificatio | Verify Receipt of Forms Call to verify custodian received forms. Add your custodian contact name and phone# in this action for easy reference. | Phone | Satterfield Beverly | 4/16/2020 | | -6 |
| + | I | Andrews - George & Sally | Account Transfer In - Paperwork | Copy signed transfer forms and statements for file. Mail original to custodian. | Letter | Graeber Chris | 4/16/2020 | 2 | 0 |
| + | 1 | Andrews - George & Sally | Account Transfer In - Details | Transfer Forms to: [Custodian] Client Name: Losing Firm Name Losing Firm Account Number: Gaining Account Number: Approximate Value: Type of Account: | r Fax | Satterfield Beverly | 4/16/2020 | S | 0 |
| + | i | Miller - Josephine | Meeting Notes | Date: Time: Location: Type of Meeting: Meeting Attendees: Meeting Notes: | Meeting | Haas John | 4/14/2020 | | -8 |
| + | I | Haas Financial | Run Data Checks | Run data check reports Update any needed fields FYI Adv 1 of any changes | Note | Graeber Chris | 4/13/2020 | | -9 |
| + | I | Haas-Financial | Out of office check | Check to see if anyone is out of the office. Review pending actions for that person and reassign actions if needed | Note | Haas John | 4/13/2020 | | -9 |



Simplify & Standardize

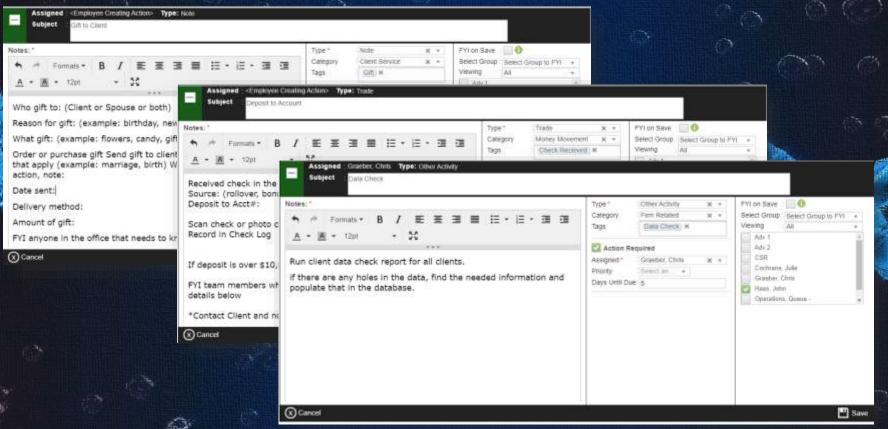


Putting Workflows to work

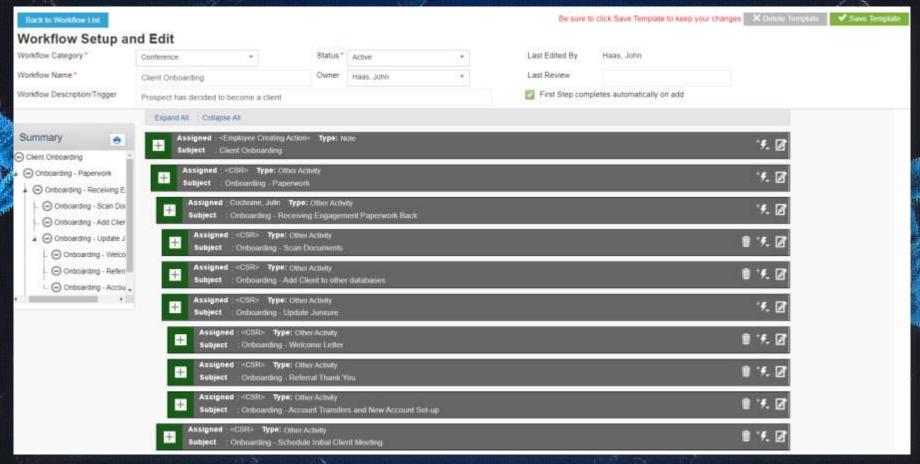
| Single Step Workflows |
|------------------------|
| ☐ Multi-Step Workflows |
| ☐ Recurring Actions |
| ☐ Service Monitor |

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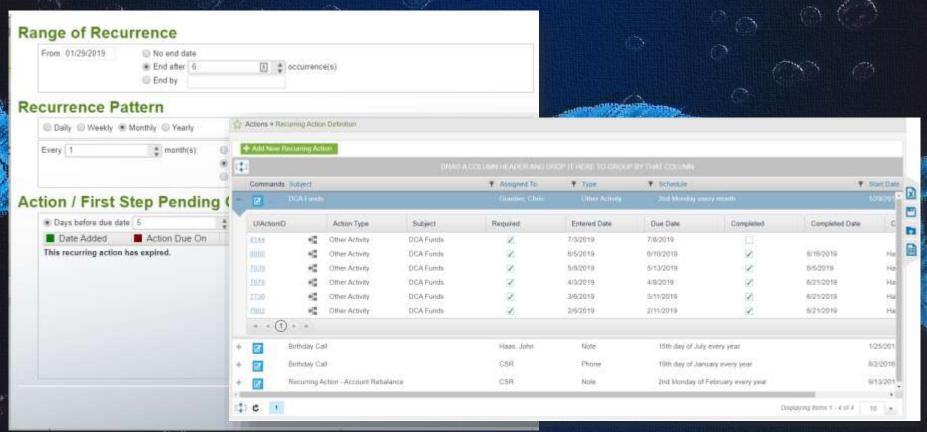
Single Step Workflows



Multi-Step Workflows



Recurring Actions



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How are these different?



Recurring Actions



Recurring Multi-Step Workflows



Service Monitor

Reminder to Schedule Quarterly Meeting

| Recurrin | g Action |
|----------|-----------|
| RA Date | Mtg. Date |
| 1/15/18 | 1/21/18 |
| 4/15/18 | 4/25/18 |
| 7/15/18 | 8/21/18 |
| 10/15/18 | 12/5/18 |
| 1/15/19 | |

Recurs on **same date** within specified interval

| Service | Monitor |
|----------|-----------|
| SM Date | Mtg. Date |
| 1/15/18 | 1/21/18 |
| 4/21/18 | 4/28/18 |
| 7/28/18 | 8/21/18 |
| 11/21/18 | 12/5/18 |
| 3/5/19 | |

Interval calculated off the last completed date

The Junxure Service Monitor

Let's take a look



Examples of Recurring Actions

- ☐ Client Birthday Call
- ☐ Withdrawls/Payments
- ☐ Yearly RMD Project
- ☐ Qtr. Tax Estimate Reminder
- ☐ Employee Performance Reviews
- ☐ Firm Insurance Review
- ☐ Sending Annual Privacy Policy
- ☐ SEC Renewal Process

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Office-related Recurring Actions

- ☐ Contact Data Check Reviews
- ☐ Annual Compliance
- ☐ Action Data Review
- ☐ Document Template Review
- ☐ Existing Workflow Review
- ☐ Annual Disaster Planning Meeting
- ☐ List Maintenance Review
- ☐ Email Template Review

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Examples of Service Monitor items

- ☐ Portfolio Rebalance
- ☐ Scheduled Meetings
- ☐ Client Social Invitations (i.e. Lunch dates)
- ☐ Quarterly Contact Calls
- ☐ Financial Plan Review
- ☐ Goal Reviews
- ☐ Drip Marketing Emails (for prospects)

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Show me the money!



Opportunities: Tracking the Money

| ☐ Money sitting in our pipeline |
|--|
| ☐ Stage of the process they're in |
| ☐ New assets brought into firm |
| ☐ Projected assets v. actual assets |
| □ Number of lost prospects |
| ☐ Why did we lose prospects? |
| ☐ New client or additional wallet share? |
| ☐ Which sources provide the largest ROI? |

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Opportunities – Tracking New Money

| Opportunity Desc | ription 401k Rollover | 123 | Existing Cherif | | | St. Fall |
|---|-------------------------------|----------|--|---------------|---|-----------|
| Basic Informat | ion | | | | | |
| Opportunity Type | ALIM | Sub-Type | dates | Linguistry | Mildly Urgent | |
| hener | Cochrane, Julie | Office | Booton Office | klentfleid By | Coxtrone, Julie | |
| ate identified | 1860011 | | | | | |
| | | | | | | |
| - 1000 REGISTER FOR | Actual Revenue | | Artini December December | | Water Difference | |
| rojected Recurring Reven | ue £3,50 | 0.00 | Actual Recurring Revenue Actual Non-Recurring Revenue | | Years Of Contract | |
| Projected and Projected Recurring Reven Projected Non-Recurring R Projected Asset Value | ue \$3,50 exercise | 0.00 | Actual Recurring Revenue Actual Non-Recurring Revenue Actual Asset Value | | Years Of Contract | |
| Projected Recurring Reven | ue \$3,50 exercise | | Actual Non-Recurring Revenue | | Years Of Contract | |
| Projected Recurring Reven Projected Non-Recurring R | ue \$3,50 exercise | | Actual Non-Recurring Revenue | | Years Of Contract | |
| rojected Recurring Reven rojected Non-Recurring R rojected Asset Value — Status | ue \$3.50 exerce \$350. | | Actual Non-Recurring Revenue | 75: | Years Of Contract Projected Crose Date | 301,0016 |
| mjected Recurring Reven hojected Non-Recurring R mojected Asset Value | ue \$3.50 ехепия \$350. | 000 00 | Actual Non-Recurring Revenue Actual Asset Value | 75 Selecti | | 3/31/2016 |

Opportunity Status



What are your milestones?

| □ New |
|-------------------------|
| ☐ Open |
| ☐ In Progress |
| ☐ Lingering |
| ☐ Closed – Completed |
| ☐ Closed – Not Achieved |
| - Closed - Not Achieved |
| □ P – Lead |
| |
| □ P – Lead |

☐ Phase 2 – Planning

☐ Phase 3 – Onboarding

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