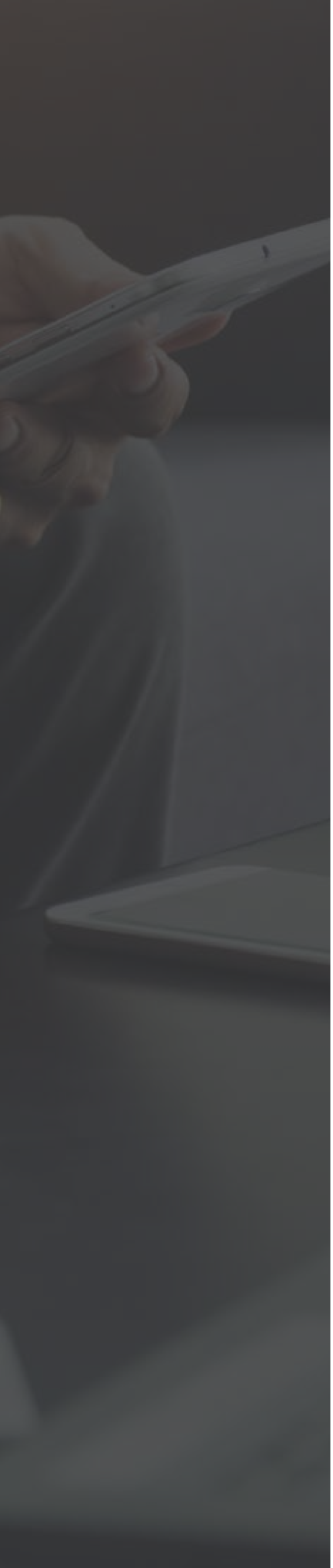
A path for growth, simplified.

ChangePath

ChangePath

We can take you **where you want to go.**

ChangePath is **committed to your success.**



We provide:

- quality investment solutions
- innovative technology
- practice management efficiencies
- marketing resources

to advisers who operate their business with the highest integrity.

Our success is your success, and ChangePath is a dedicated partner on this journey.

A path for growth.

Who we work with

IAR

As a Registered Investment Adviser, we add value while reducing your operational costs, streamlining your back office, providing compliance oversight, and offering marketing solutions so you can spend your time where it matters most—with your clients.

Subadvisor

ChangePath's tailored offering enables us to work with your RIA or BD in a variety of ways. Let us help maximize efficiencies within your firm by outsourcing your back office and/or investment management, shifting time and resources to more revenue generating activities.

Solicitors

If you already have your own RIA but you feel like you've reached a ceiling you can't break through, we can help. Entering into a solicitor relationship puts more responsibility on ChangePath so you can get back to building client relationships.

"I would only encourage fellow advisers to use ChangePath if they **want to make their practice simpler, make more money, and have more time doing things they love.**"

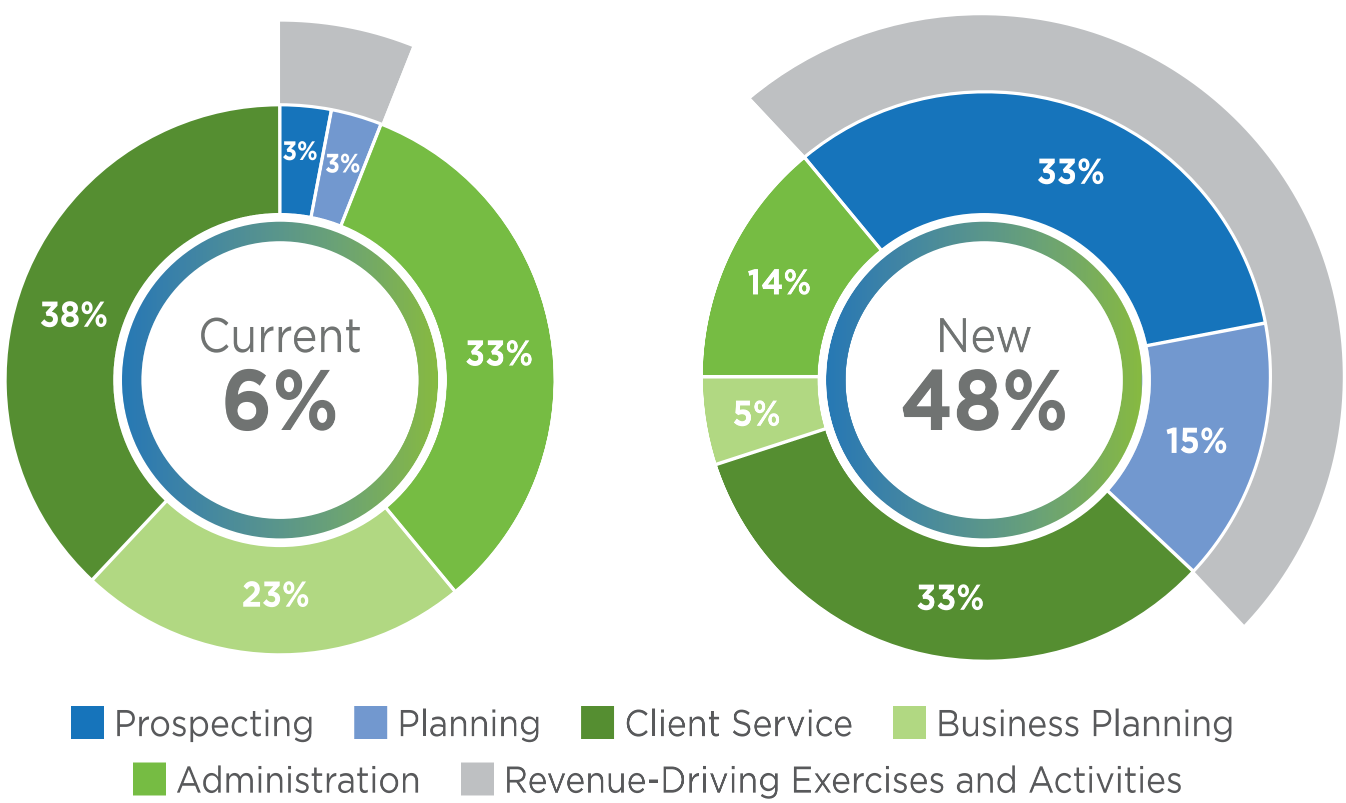
- David A.

Keep your independence.

Lose the headaches.

Our mission is simple. We simplify the complexity of running a wealth management firm.

Empower more revenue-generating activities.
Become the CEO.



Focus on your clients. Own your business.

Take back your life.

It’s not all about growing your firm. It’s about regaining the passion and love you have for being a financial adviser. We are adding new advisers regularly—and those advisers are seeing results.

100+
office locations

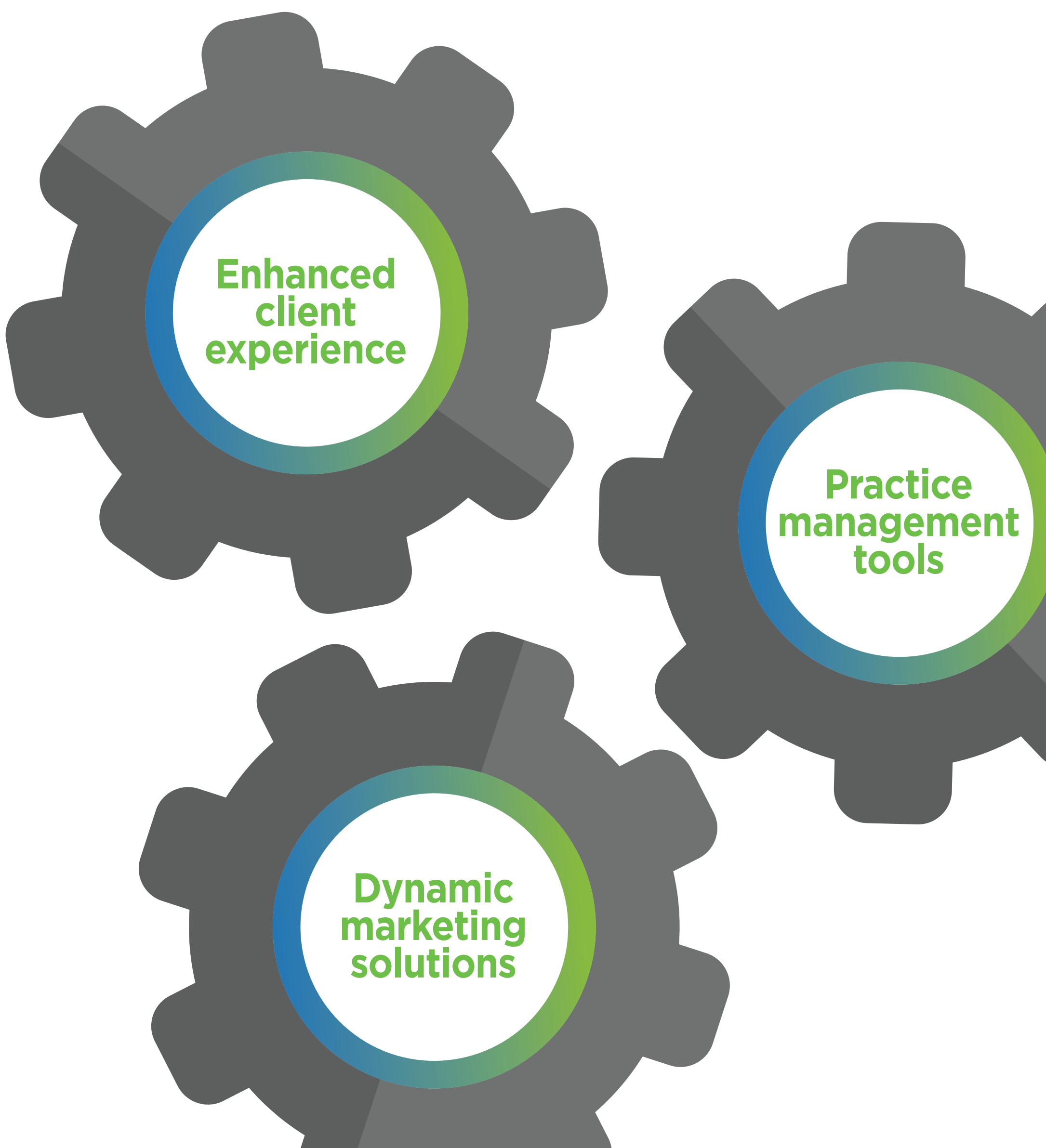
43
states

75+
partners helping you grow

A partnership dedicated to your business.

What we offer

We offer solutions that will drastically change your practice. No matter what stage you're in, ChangePath technology and practice management solutions can fit into your business processes, alleviate growing pains, and put you on your desired trajectory.



Our success is your success.

Take action

We can take you where you want to go. It's a real life, quantifiable action promoting and selling products and services with measurable results. We understand this—that's why we use strategies we know will work. We've got the numbers to prove it, and aren't afraid to make them work for you.

Marketing: Enhanced marketing solutions tailored to growth-based advisers looking to take their business to the next level.

Technology: Leverage our technology, so you can focus on what you do best—building relationships with your clients.

Financial Planning: You have access to a team led by a CFA charter holder in which you can request reports, analysis, and comprehensive plans for your clients and prospects.

Investments: Our suite of investment offerings is dynamic, meaning that we are constantly reevaluating the selection and including what we consider to be the best options for your clients.

Operations and Compliance: By eliminating time-consuming tasks such as, trading, billing, and reporting, our team reduces overhead and allows for more efficiencies to scale your business.

Leverage our **marketing expertise.**

ChangePath's internal marketing agency helps bring your practice to the next level, while effectively communicating your vision. Our full-service agency offers everything from best-in-class video production, digital, and graphic design, to copywriting, print, and promotional materials.

Digital marketing solutions—more than just a website.

Attract traffic

Capture leads

Nurture prospects

Convert sales

Our digital marketing strategies focus on providing the right message to the right consumer at the right time. Relevant and useful content establishes thought leadership and makes it easier for customers to locate and use the best products and services they are looking for in a variety of digital channels including organic search, social media and paid search.

Educating your target audience is quickly becoming the top selling point for financial professionals via digital channels. ChangePath has all of those channels covered and has created thought leadership topics for you to attach to your brand.

The right message right time.

Facebook seminars

Seminars are still one of the most cost-effective ways to generate leads and get in front of a room full of qualified prospects. At ChangePath, we have been perfecting the seminar game for years. Utilizing Facebook and other online channels, we are able to hyper-target desirable prospects in your market and drive attendance to your dinner seminar or educational workshop for a fraction of the cost of traditional mailers. But don’t be too quick to skip the traditional route. They are still a highly effective method of driving prospects to your local events and deliver a strong ROI.

One of our advisers had a Taxes and Retirement seminar in June 2019. He spent half the cost of a mailer to generate 150+ registrants. That led to 70+ attendees and dozens of appointments. The projected amount of AUM he expected to close from this single event was $3-$5MM.

at the

100k+
all-time registrants

$2MM+
total media

2,000+
total events

$17
registrant cost

350+
unique agents

76
average registrants

Rise above **the compe**

SEO Local Spark

Local search engine optimization (SEO) is a key part of maintaining your business's local presence online. If your information is incorrect or inconsistent online, people can't find you. With ChangePath's SEO Local Spark, you can build instant citations across 60+ search sites, give people enhanced data and calls to action and get reporting on what's driving traffic and how people are interacting with your business online.

Digital lead generation

We will work with you to identify the exact type of prospects you want to get in front of and develop custom, hyper-targeted strategies to capture those leads. Whether it's employees of a specific company, people looking for a financial adviser or baby boomers who are approaching retirement, we will craft a strategy to reach your prospect.

93% of all website traffic stems from search engines.

50% of all searches will be conducted via voice search optimized by 2020.

58% of consumers have used voice search to find local business information in the last year alone.

GE Case Study

As part of our digital lead generation for a large RIA group, ChangePath has been targeting layoffs, acquisitions, mergers, etc., of GE employees for the last four years. Utilizing ChangePath's hyper-targeting capabilities, including paid social, pay per click and geofencing, they were able to capture hundreds of leads throughout the years targeting each event specifically as employees were being affected across multiple metros.

We leveraged GE relationships by knowing and familiarizing ourselves with the situation these employees were encountering. We drew them in by constructing relatable messaging that spoke to them and that they were familiar with. We made advertising decisions that were directed specifically to these employees.

Four-year campaign:

$100MM in AUM

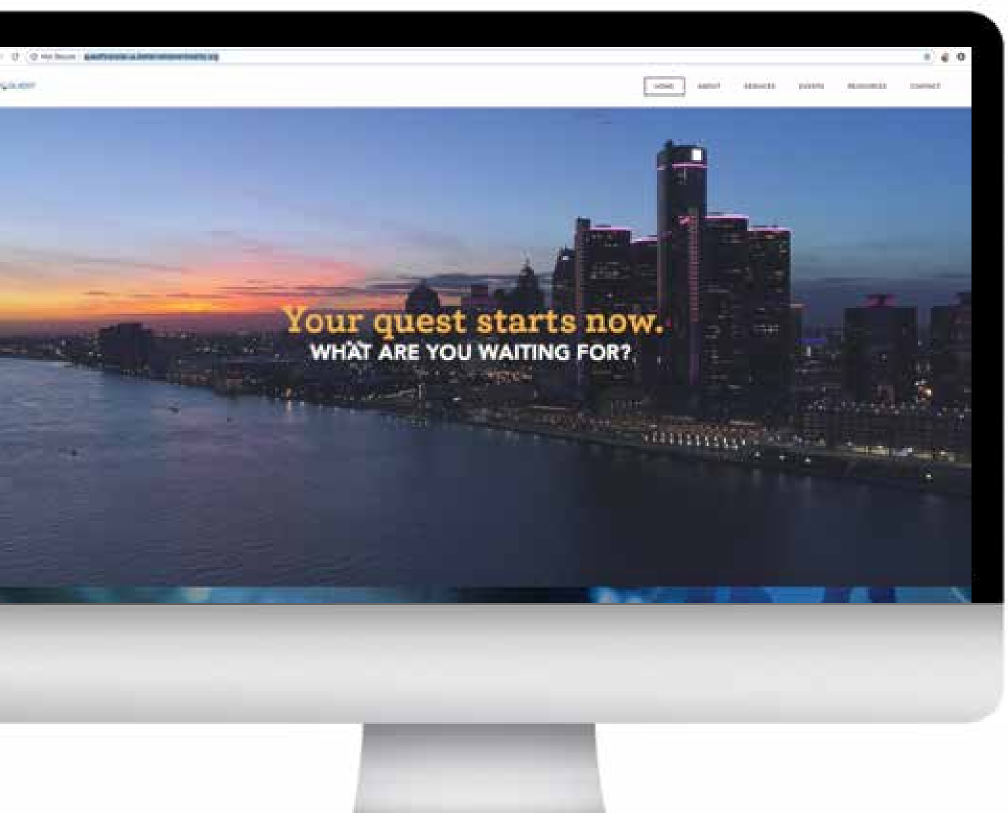
$1.5MM in Target Life Insurance

Stand out from the crowd.

Website and branding

ChangePath has all the resources you may need to create brand recognition and recall. Through print, audio, visual and online strategies, you'll have a customized look that can help produce familiarity and authority.

Having a good website is just as important as having a strong brand. Ninety-seven percent of consumers search for local businesses online and if you don't have a website, or if your website isn't properly doing its job, you are potentially missing out on a lot of prospects. The internet makes it easy to research and compare local businesses, so it's important you have a strong, polished website that helps you stand out!



Google punishes websites that are not mobile friendly and take too long to load. Not having a good website could prevent you from ranking for local searches and losing traffic to your competitors.

Social Media Elite/ Lead nurturing

Stand out against your competition while sharing relevant information with your clients and prospects using Social Media Elite. The best part? There's no work on your end—we take care of everything for you, including blog management, Facebook and LinkedIn management and email marketing.

People ages 55-64 are more than twice as likely to engage with branded content than those 28 or younger.

Putnam's survey of 1,014 U.S. financial advisers found that 86% of those using social media for business reported it helped them gain clients.

46%

of all Google searches are looking for local information.

61%

of mobile searchers are more likely to contact a local business if they have a mobile-friendly site.

65%

65% of U.S. baby boomers are on Facebook.

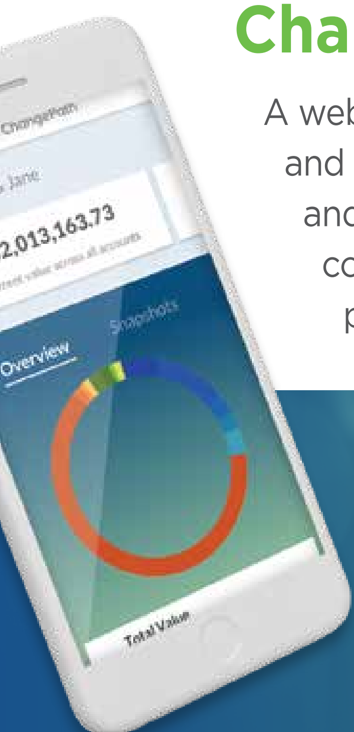
92%

of searchers will pick businesses on the first page of local search results.

A powerful **automated platform.**

Save time. Create efficiencies. Enable growth.

Technology is rapidly changing the financial services industry. Now more than ever, advisers must find and adopt new ways to improve themselves and their businesses. Using technology to manage your middle and back-office operations will maximize your time to focus on client relationships.



ChangePath portal and mobile app

A web- and mobile-based portal where clients can view accounts, holdings and performance; equipped with a bi-directional document vault, allows you and your clients to share and store sensitive information in a secure and compliant fashion. Stop emailing NPI data to improve your cybersecurity policy, while increasing your client experience.

> “What ChangePath has allowed us to do with the practice is **really focus my attention on just the relationship with the client.** From a complete solution, ChangePath was really the answer for us.”
>
> *- Matt G.*

Technology to complement your current process, enabling you to scale and create long-term value to your business.

Professional support

Our support team is here to efficiently train our advisers on how to properly implement our solutions into their practice.

CRM

Fully-integrated CRM allows advisers and firms to effectively manage prospects and existing clients throughout the wealth management life cycle.

Aggregation

Efficiently report on custodial accounts, as well as assets held in outside accounts, such as 401(k) and 529 plans.

Proposal generation

With our built-in risk assessment workflow, profile your clients into suitable asset-allocation models and produce customized, compliant investment proposals.

Trading, billing, and reporting

We provide a single sign-on solution for the back-office functionalities necessary to run your firm, whether it is trading adviser-managed models, calculating your billing, or running on-the-fly reports for your clients.

Leverage our technology, so you can focus on what you do best: **building relationships with your clients.**

Take your planning next level.

Financial planning

Our case design team is a great resource to our advisers, whether new or experienced in the financial services industry. There is a process surrounding case design, which allows our advisers to leverage this solution to the extent of their needs, and most importantly, the needs of their clients.

Leverage these tools

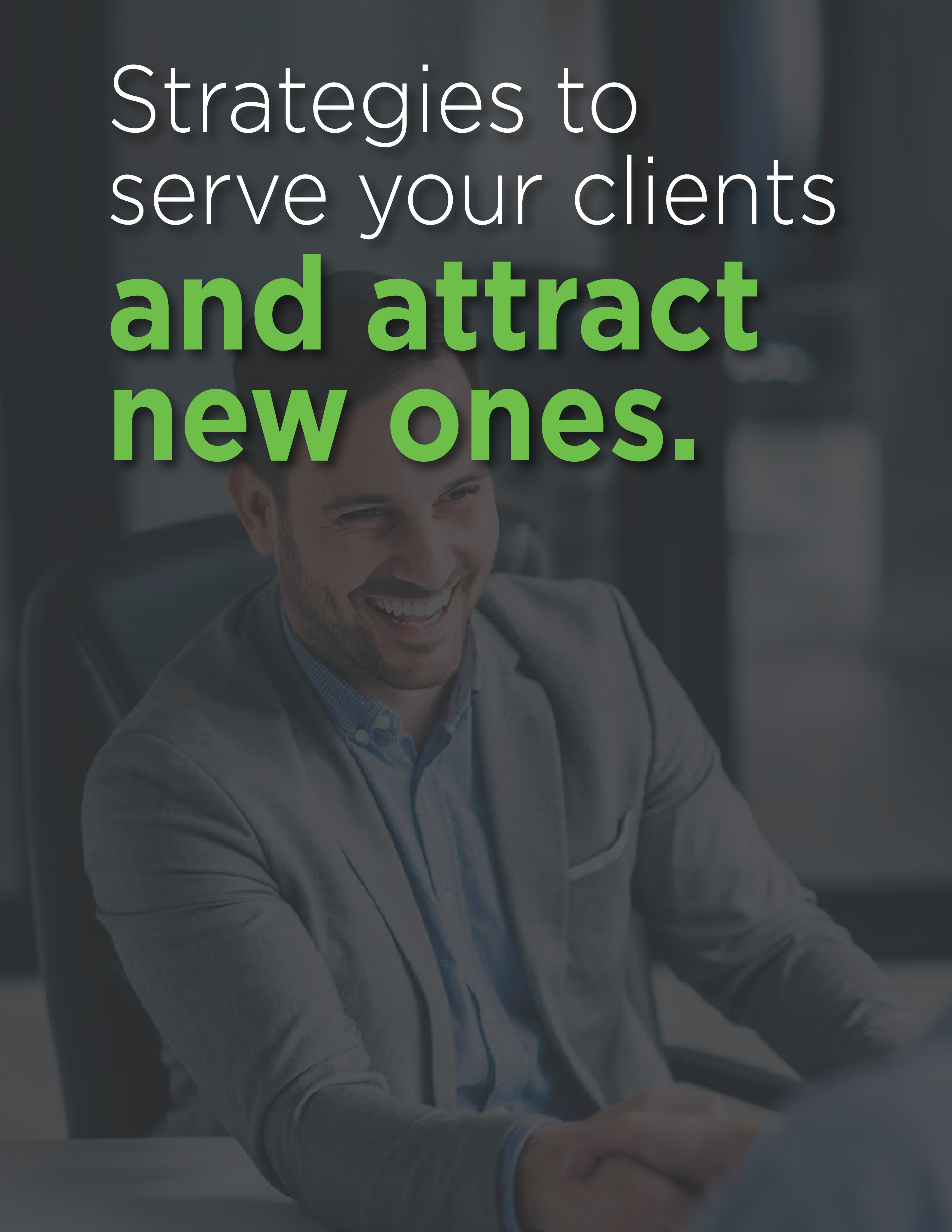
- Morningstar
- Riskalyze
- Social Security analysis
- Cash flow analysis
- Comprehensive planning
- Ongoing monitoring of the financial plans

to the

As our Case Design Solution evolves, we continue to find new ways to add value to your practice. Imagine having a CFA available that can help you run reports, analyses, and comprehensive plans for you. As part of your offering, you will have full access to our in-house planning division.

By bundling these services, you are saving time and money all while having these outputs created for you. We believe that by offering access to these reporting tools and technology, it will enhance your sales process even further as you can pick and choose what tools you need, when you need them. Depending on the tools you leverage, we see time savings ranging from 1–15 hours per week.

Why not use that time to build your business?


Strategies to
serve your clients
and attract
new ones.

Next-generation TAMP

Risk profiling and proposal generation

Risk assessment framework profiles clients, recommends suitable asset allocation models, then produces customized proposals.

Flexible portfolio construction

Combines adviser-managed strategies and manager strategies into a comprehensive proposal, customized to meet your client's needs.

Streamlined rebalancing

Effectively rebalances allocations and strategies with efficient trade management and execution capabilities.

Adviser-managed models in the marketplace

Our open-architecture platform supports the combination of multiple investment vehicles to create a custom model.

Our model marketplace

Access a list of risk-based or outcome-oriented model portfolios and UMA strategies. Our trading team will handle the implementation and monitoring while working closely with you to accommodate client needs.


Efficient service so you can properly allocate your time to
grow.

Our integration partners

We chose to create partnerships in order to provide solutions that meet the needs of our clients.

As a full-service wealth management firm, we understand that your financial needs will evolve with time. Because of this, we structure our wealth management services and partnerships to move in sync with your life.

charles SCHWAB

ENVESTNET YODLEE

FireLight®

LASER APP SOFTWARE

Pershing A BNY MELLON COMPANY

PLAID

REDTAIL

TD Ameritrade

Become operationally efficient

ChangePath offers a fast and effective compliance department to help navigate the day-to-day compliance burdens.

We provide in-depth custodial training to help train you and your staff to effectively process paperwork and account applications, as well as ongoing service support.

When you work with ChangePath, you're choosing a firm that will be with you every step of the way.

Your transition is just the beginning. From your initial contact with our experienced representatives through specialized training and education to business development specialists who will help you fine tune and grow your practice: we're committed to helping you succeed.

Understanding transitions can be a daunting task, so ChangePath goes above and beyond to ensure your transition is meticulously planned. Your firm will be assigned with a Transition Specialist to assist you through the entire transition process, so you don't have to worry about whether or not you are asking all of the right questions. We will work with your firm to outline a defined process including timeline, client messaging and presentation, document deliver, event planning, and on-site assistance.

Here's a snapshot of what your move to ChangePath could look like.

Phase 1 **Prepare for your move**	We will create a comprehensive transition plan and support you until you are fully acclimated to ChangePath.
Phase 2 **Map your book**	We will help you find products and solutions to help map your book of business to ChangePath.
Phase 3 **Go live**	You'll be guided through every step of the affiliation process so you're ready to address your clients' needs and start conducting business as soon as your licenses transfer.
Phase 4 **Move your business**	We simplify repapering using customized support focused on account opening and transfers to ensure your book is transitioned smoothly—getting back to 'business as usual' as quickly as possible.
Phase 5 **Learn to transact business**	Maximize the use of ChangePath technology and resources with comprehensive training critical to your business.
Phase 6 **Begin to grow your business**	Transition doesn't end with transferring clients and accounts. It's just the beginning. So we help you set up a compliant office, introduce you to our growth tools, and get you headed in the right direction with in-depth practice and advisory consultation.

ChangePath

What are you waiting for? **Join the ChangePath family today.**

ChangePath

www.changepath.com

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