

CLIENT SERVICE MODEL – SAMPLE (FOR INTERNAL USE ONLY)

| ELITE CLIENTS (A+) \$XX AUM TO \$XX AUM | TOP TIER CLIENTS (A) \$XX AUM TO \$XX AUM | MID-TIER CLIENTS (B+, B) \$XX AUM TO \$XX AUM | LOWER TIER (C+, C) \$XX AUM TO \$XX AUM |
|--|--|---|--|
| PRIVATE CLIENT WEALTH AND LEGACY PLANNING | COMPREHENSIVE WEALTH AND LEGACY PLANNING | CORE FINANCIAL PLANNING | BASIC CORE PLANNING |
| AUM Fee %: Planning Fee: | AUM Fee %: Planning Fee: | AUM Fee %: Planning Fee: | AUM Fee %: Planning Fee: |
| <u>PLANNING MODEL</u> <i>Includes everything in lower tiers, PLUS:</i> <ul style="list-style-type: none"> Multi-Generational Estate and Tax Planning Custom Portfolios Coordination with All Legal and Tax Advisors Trust Advisory Services | <u>PLANNING MODEL</u> <i>Includes everything in lower tiers, PLUS:</i> <ul style="list-style-type: none"> Multi-Generational Estate and Tax Planning Custom Portfolios Coordination with All Legal and Tax Advisors Trust Advisory Services | <u>PLANNING MODEL</u> <i>Includes everything in lower tier, PLUS:</i> <ul style="list-style-type: none"> Stock Option / Executive Benefits Planning Tax Analysis Retirement Distribution Strategies Estate Planning Review | <u>PLANNING MODEL</u> <ul style="list-style-type: none"> Budget and Cash Flow Analysis Portfolio Review Education Planning Retirement Goals and Funding Analysis Insurance Analysis Account Consolidation TAMP Portfolios |
| <u>MEETING FREQUENCY</u> <ul style="list-style-type: none"> 6 to 12 Touches Quarterly Investment Review 2 to 4 In-Person / Zoom Reviews | <u>MEETING FREQUENCY</u> <ul style="list-style-type: none"> 6 to 12 Touches Quarterly Investment Review 2 to 4 In-Person / Zoom Reviews | <u>MEETING FREQUENCY</u> <ul style="list-style-type: none"> 6 Touches Quarterly Investment Review 1 In-Person Review | <u>MEETING FREQUENCY</u> <ul style="list-style-type: none"> Annual Review Quarterly Investment Rebalancing |
| <u>GIFTS / APPRECIATION</u> <ul style="list-style-type: none"> Personal Birthday / Holiday Gifts In-Person Client Appreciation Galas Entertainment Client Dinners First Investment / Transaction Anniversary Card | <u>GIFTS / APPRECIATION</u> <ul style="list-style-type: none"> Personal Birthday / Holiday Gifts In-Person Client Appreciation Galas Entertainment Client Dinners First Investment / Transaction Anniversary Card | <u>GIFTS / APPRECIATION</u> <ul style="list-style-type: none"> Zoom Events Newsletter Email Marketing Birthday / Holiday Cards First Investment / Transaction Anniversary Card | <u>GIFTS / APPRECIATION / COMMUNICATION</u> <ul style="list-style-type: none"> Newsletter Email Marketing Birthday / Holiday Cards First Investment / Transaction Anniversary Card |