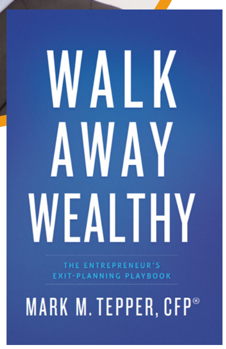
CASE STUDY



STRATEGIC WEALTH PARTNERS

Interview with Mark Tepper, President and Founder of Strategic Wealth Partners and author of Walk Away Wealthy

Mark Tepper runs Cleveland-based Strategic Wealth Partners where they specialize in financial planning and management for business owners.

Similar to most wealth management practices, Strategic Wealth Partners earns a fee for managing the wealth of their clients, which is usually around 1% of the assets they oversee.

“We have found that when dealing with business owners, it is absolutely critical to get to the owner before they sell. That’s why we use Value Builder.”

Total annual revenue directly attributable to Value Builder workshops:

$1,322,000

Tepper continues, “Last week we had a new client sell his business for $75 million. Now that he has turned his company’s value into liquid wealth, we will be helping him manage that money and he started with us by completing the score from our website.”

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How Strategic Wealth Partners Leverages Value Builder

Strategic Wealth Partners has generated 675 Value Builder reports since they first licensed the system back in 2012. Tepper has experimented with a variety of marketing techniques and has found offering small workshops for 10–20 attendees to be his highest return activity. These workshops now make up almost 100% of Tepper's marketing focus. Here is an overview of the process:

Strategic Wealth Partners has generated 675 Value Builder reports since they first licensed the system back in 2012.

Step 1 Offer a workshop to small groups

Tepper has trained his associate Katie Pudlock to offer Tepper as a speaker to entrepreneurial groups such as Vistage chapters, YPO forums and industry groups. Pudlock sends a copy of Tepper's book, Walk Away Wealthy, and a five-minute video of him speaking to give the group confidence in Tepper as a speaker.

Pudlock offers Tepper's workshop for $3,500, which covers their airfare and out of pocket expenses to host the event.

Step 2 Request attendees complete the questionnaire beforehand

Once the workshop is confirmed, Pudlock requests that each attendee completes the Value Builder questionnaire prior to the workshop. Pudlock promises that Tepper will bring a bound copy of their report with him to the workshop.

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Step 3 The workshop

Upon arrival, each attendee is given a leather bound copy of their report. Tepper presents from 90 minutes to 2.5 hours. Tepper's speech is based on The Freedom Workshop slides provided by Value Builder along with 12 of his own cases studies developed from working with owners.

Tepper has done groups as small as five and as large as 100+, but has found the sweet spot to be a group of 10–20 owners to maximize participation and his conversion rates.

Step 4 Offer 30-minute phone consultation

Tepper's call-to-action at the end of the workshop is a 30 minute phone consultation with Tepper and his M&A professional, Chris Wagner. The call is a discovery discussion designed so that Tepper and his team can learn about the client's situation. At the end of the call, Tepper proposes the owner invest in Phase 1 of the Strategic Wealth Partners process. Please refer to Appendix 1, for Strategic Wealth Partners' three step process offered to business owners.

Results Offer 30-minute phone consultation

Tepper estimates he conducts between 12 and 14 workshops per year. For a group of 20 attendees Tepper averages 14 attendees who request a phone consultation. Of the 14, eight will actually sit for the call. Of the eight calls, Tepper wins an average of four Phase 1 engagements. Of the Phase 1 engagements, one in three convert into wealth management clients.

MARK TEPPER'S RETURN ON INVESTMENT FROM HIS WORKSHOP STRATEGY

12 Workshops x $3,500	$42,000
48 x $10,000 Phase 1 mandates	+ $480,000
16 clients with an average portfolio of $5 million at 1% of AUM	+ $800,000
Total annual revenue directly attributable to Value Builder workshops	$1,322,000

Appendix 1: The Three Step Process Strategic Wealth Partners Offer Business Owners

Given their special focus on business owners, Strategic Wealth Partners also has an in-house Mergers & Acquisition professional who can help owners value and ultimately sell their businesses. This is the three-step process they offer business owners:

Phase 1 When Strategic Wealth Partners first starts with a business owner, Strategic Wealth Partners completes a comprehensive summary of their business and personal situation, which includes a personal financial plan, gap analysis, tax minimization strategy, estate plan, business valuation and an investment proposal. Phase 1 costs a business owner between $7,500 and $12,000, depending on the complexity of the case.

Phase 2 Chris Wagner, Strategic Wealth Partners' M&A professional, leads phase 2. Wagner meets with the owner once per month to help them improve the value and attractiveness of their business leading up to a sale.

Phase 3 In phase 3, Wagner offers his expertise to sell the business for the owner.

Tepper encourages all business owners to start at Phase 1 and then a portion will move on to Phase 2 or 3. Others move directly to having Strategic Wealth Partners manage their money.

