

# Key Performance Indicator (KPI) Guide

At both the firm level and individual functions of the business, specific measurements help to define the value and effectiveness of the business components. It is important to remember that these values are only one element of indication of the health and effectiveness of the business, function, or department. Use this guide to create meaningful measurable KPIs for the business.

## Firm

- » Total Gross Revenue
- » Advisory Revenue %
- » Other lines of revenue (Retainer, Planning, Securities )
- » Gross Revenue per team member and/or Advisor
- » Earnings Before Owners' Compensation
- » Net Profit Margin: can be calculated by dividing net income by total sales and multiplying the result by 100
- » % of Firm Revenue to Overhead
- » % of Firm Revenue to Income Expenses
- » % of Firm Revenue to Direct Expenses

## Growth

- » Net New Assets
- » New Assets Month/Qrt/Year (from current and/or new) Assets Under Management / Administration (Advisory and/or Brokerage)
- » New Clients Month/Qrt/Year
- » Referrals (from clients, COI, networks)
- » Net Promoter Score
- » Growth Trends
- » % Prospects converted to clients

## Client

- » Net Promoter Score
- » Avg Client Profitability/Avg revenue per client
- » Avg time spent per client
- » Client Retention
- » # of Client Households (HH)
- » Average Client Age
- » Client tenure
- » % of clients with next-generation relationships established

## Advisor

- » AUM
- » # Households (HH)
- » Average HH AUM
- » Average Client Revenue
- » % Prospect Closes
- » # of Financial Plans
- » Plans delivered
- » Meetings (Prospects / Clients)
- » Days off work
- » Hourly rate

## Marketing

- » Open rates on email campaigns
- » Website Engagement:
  - Traffic to website
  - Clicks
  - Bounce rate
  - Time on site
- » New Leads by Source
- » # of New Email Subscribers
- » # of Email Responses

- » Social Media:
  - # of Followers
  - # of comments/likes
  - # of shares
- » Paid Social Media Ads/Boosts
  - Click-thru rates(CTR)
  - Impressions
  - Reach
  - Frequency
  - Cost per Conversion
  - Cost per Click
  - # of Content/Resources Downloaded
  - # of Leads
- » COI Referrals
- » Client Appreciation/Prospecting events:
  - # or % of Clients Registered
  - # or % of Clients Attended
  - # of Total Referrals/Introductions made
  - Survey Scores
- » Average New Client Acquisition Costs

## Client Service / Operations

- » Number of open service cases
- » Average service case handle time
- » % clients overdue for reviews/overdue for contact
- » NIGO % (% of submitted paperwork that was returned not-in-good-order)



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