

Best Practices Checklist

	Implementation	Last Executed / Reviewed	Priority	Comments
BUSINESS MANAGEMENT & FINANCE				
Annual Goals and Strategic Initiatives Set and Progress Monitored	Foundational			
Non-Compete with All Advisors	Foundational			
Written Continuity Plan	Foundational			
Current Client Segmentation	Foundational			
Key Performance Indicators Tracked and Monitored on a Monthly Basis	Advanced			
Annual Financial Review & Budgeting Process	Advanced			
Written Succession Plan	Advanced			
Business Valuation Completed	Advanced			
Defined M&A Strategy	Advanced			
CLIENT EXPERIENCE				
Client Educational Events	Foundational			
Client Appreciation Events	Foundational			
Annual Client Survey	Foundational			
World-Class Service: Exceeding client expectations on a regular basis	Foundational			
World-Class Client Onboarding: Inspires confidence and encourages referrals	Foundational			
World-Class Client Communication: Defined plan with scheduled, personalized touches	Foundational			

Best Practices Checklist (continued)

	Implementation	Last Executed / Reviewed	Priority	Comments
Client Advisory Council	Foundational			
Differentiated Service Models Aligned With Segmentation	Foundational			
World-Class Client Reviews: Proactive, Goal-focused, and Systematized	Foundational			
World-Class Environment: Clean, inviting, private, and easily-accessible	Foundational			
World-Class Client-Facing Technology: Simple, consolidated, accurate, intuitive	Advanced			
Educational Resources: Podcasts, Blog Posts, Newsletters	Advanced			
TALENT				
Defined and Documented Employee Onboarding Process	Foundational			
Defined and Documented Hiring Process	Foundational			
Annual Team or Leadership Retreat	Foundational			
Defined Organizational Structure	Foundational			
100% Accurate Job Description Coverage	Foundational			
Team of 100% A+ Players	Foundational			
Annual Employee Performance Reviews	Foundational			
Effective, Metrics-Based Incentive Plan	Foundational			
Strong Internship Program for Talent Pipeline	Advanced			
Employee Engagement Strategy	Advanced			
Employee Stock Ownership Plan	Advanced			

Best Practices Checklist (continued)

	Implementation	Last Executed / Reviewed	Priority	Comments
Scalable Advisor Growth Path and Compensation Strategy	Advanced			
Career Path and Development Plan for all Key Team Members	Advanced			
MARKETING & SALES				
Prospect Educational Events	Foundational			
Passion Prospecting Events	Foundational			
Defined Referral Strategy	Foundational			
Annual Sales and Prospecting Plan	Foundational			
Annual Marketing Plan and Calendar	Foundational			
Clear Value Proposition/Story	Foundational			
Competitive, Up-To-Date Website	Foundational			
Effective Social Media Profiles	Foundational			
Email DRIP Campaigns for Prospects	Foundational			
Defined and Consistently-Followed Sales Process	Advanced			
Defined COI Engagement Strategy	Advanced			
OPERATIONS				
Defined and Documented Processes for Every Area of the Business	Foundational			
Scheduled, Effective Team Meetings	Foundational			
Excellent Technology Automation	Advanced			

Best Practices Checklist (continued)

	Implementation	Last Executed / Reviewed	Priority	Comments
Effective CRM Utilization	Advanced			
Annual Operations and Compliance Calendar	Advanced			
Excellent Technology Integration	Advanced			
LEADERSHIP & EFFECTIVENESS				
Clear Firm Mission and Vision	Foundational			
Dedicated Time for Leadership Development	Foundational			
Adequate Investment in Personal and Leadership Development	Foundational			
Consistent Use of 6-Most or Similar Tool	Foundational			
Time Management System	Foundational			
90% of Time Spent on High-Impact Activities	Advanced			
360 Feedback from Team	Advanced			
WEALTH MANAGEMENT				
Service Model That Leads with Financial Planning	Foundational			
Financial Plan for Every Client	Foundational			
Consistently-Followed Financial Planning Process	Foundational			
Easily-Articulated Investment Management Process	Foundational			
Holistic Offerings	Advanced			
Menu of Services With Transparent Fees	Advanced			