

## Valuation Questionnaire

Contact Information	
<b>First Name</b>	
<b>Last Name</b>	
<b>Individual CRD#</b>	
<b>Name of Firm</b>	
<b>Best Phone</b>	
<b>Best Email</b>	
General Business Information	
<b>Type of Firm</b>	
<b>Year Opened</b>	
<b>Services Provided</b>	
<b>Custodian(s)</b>	
<b>Assets Under Management</b>	
<b>Number of Advisors</b>	
<b>Number of Support Staff</b>	
<b>Staff to continue with purchaser?</b>	
<b>Regulatory Disclosures</b>	
<b>Firm Debt</b>	
Clients	
<b>Number of Clients</b>	
<b>Types of Clients</b>	
<b>Total Accounts</b>	
<b>Percentage of Clients within 100 miles</b>	
<b>Client Tenure &gt; 5 Years (%)</b>	
<b>Average Client Tenure</b>	
<b>Frequency of Client Meetings</b>	
<b>Largest Client Portfolio Size</b>	
<b>Total AUM for 10 Largest Clients</b>	

Household Client Ages	%
Under 55	
55 to 65	
65 to 75	
75 to 85	
Over 85	
Verify	
Household Portfolio Sizes	%
Under \$500k	
\$500k to \$1M	
\$1M to \$5M	
Over \$5M	
Verify	
AUM History	\$ Millions
2018	
2019	
2020	
2021	
2022	
Current AUM	
Revenue History	
2018	
2019	
2020	
2021	
2022	
T12	
Recurring Revenue - Trailing 12	
Asset-based fees	
Fees W/3rd Party Mgrs.	
Pension Funds / 401(k)	
Sub Advisory	
Pooled / Performance	
Other fees	
Total Recurring	

<b>Transactional Revenue - Trailing 12</b>	
<b>Commission-based</b>	
<b>Hourly Engagements</b>	
<b>Annuities</b>	
<b>Life Insurance</b>	
<b>12b-1</b>	
<b>Alternatives</b>	
<b>UITs</b>	
<b>Other</b>	
<b>Total Transactional</b>	
<b>Reported Expenses</b>	
<b>Advisor W2 - Don't include owners</b>	
<b>Staff W2 - Don't include owners</b>	
<b>Payroll Taxes - Don't include owners</b>	
<b>401(k) - Don't include owners</b>	
<b>Staff Health Insurance - Don't include owners</b>	
<b>Rent</b>	
<b>Phone / Internet / Utilities</b>	
<b>Software / Technology</b>	
<b>Professional Fees</b>	
<b>Office Supplies</b>	
<b>Firm retention (if hybrid)</b>	
<b>Marketing</b>	
<b>Other (please explain)</b>	
<b>Total</b>	
<b>Billing</b>	
<b>Fee Generation</b>	
<b>Fee Scale</b>	
<b>Billing</b>	
<b>Average Client Fee</b>	
<b>Technology</b>	
<b>CRM Software</b>	
<b>Planning Software</b>	
<b>Management Software</b>	

Other	
<b>Business Location Over 1 Million People (Yes/No)</b>	
<b>Clients Contacted with 1 year (%)</b>	
<b>Non-Competes (Yes/No)</b>	
<b>Succession Plan (Yes/No)</b>	