

10X Financial Advisory Practice Scorecard™

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Measure	1	2	3	4	5	6	7	8	9	10	11	12	Score				
1 Practice Profitability	The profitability of our practice is uncertain year to year. There is confusion about what to do. Owner compensation is less than \$100,000 per owner.			Our owner compensation is above \$100K but sometimes it seems that unpredictability of business is concerning.			Our firm is consistently profitable. Owners are comfortable with incomes of \$250K or more. True profit on top of salaries is at least 20%.			Our firm is very profitable. Profit is growing at double the rate of expenses. After generous salary for owners, profit is 25% or more of gross revenue.							
2 Team Development and Staff Leverage	Our staff is mostly clerical, non-licensed staff with fairly high turnover. Staff only acts on specific direction. There is some degree of negativity and conflict present among the staff.			One or two of our key staff hold the clerical team together. Roles unclear. High turnover of 25% or more. No clear hiring strategy and hoping breakthrough hire to go to next level.			Our strong staff that can be depended on to handle all service. Most are licensed. Limited awareness of new technology but we are satisfied with our team's ability to handle current work			We have a lean but highly productive staff. COO directs team with clear job description and goals and who is helping us grow by creating new capacities.							
3 Consistent Client Process and Product Sets	We use yellow pad planning. No consistent products or platforms. Only occasional fees for planning. We are concerned about losing existing clients.			Our firm is frustrated with the limitations of standardized, off-the-shelf software used with new clients. It can be exhausting for staff to service a wide range of products we have sold over the years.			Our firm is pleased that now all of our new clients go through a planning process with documented plan and consistent product and portfolio recommendation process.			Process based planning and consistent use of unique deliverables is core to our operation. High consistency of product sets for old and new clients.							
4 Consistent Pipeline of New Right Fit Clients and Growth	Our firm has no consistent marketing process. No clear ideal client profile or minimum revenue.			All marketing is done by owners. We are frustrated when prospects often get second opinion before proceeding with our firm.			Our firm has a consistent flow of clients. Most fully implement our recommendations.			We are secure knowing our staff runs continuous marketing program that puts advisors in front of prospective Right Fit clients every week. Growth 20%+ per year. There is optimism in firm about future.							
5 Implementation of Technology	Our firm has little use of technology. Files are still paper. Poor database. We are confused about what to do. Antiquated non-descript website.			Our firm has limited use of a few technologies. Database beginning paperless migration. Current website.			Our firm has made significant progress toward strong database and paperless office. Best clients get consolidated positions. We are satisfied with our website.			Our technology is ahead of 90% of firms: paperless data storage, consolidated statements on line, compelling website presence. Team keeps creating existing capacity.							
6 Integration of Life Products in Practice	Our firm's life insurance products excluding annuities are less than 10% of revenue. Term and LTC are most popular products. Pessimistic about ability to do more.			Our firm does offer life products to clients. Limited by no integration or documented review. Revenue > 10% mostly Term, LTC and occasional UL.			We have life insurance partially integrated into practice. 15-20% of total. The occasional large case increases profits some years.			Our firm has life insurance fully integrated into practice, reporting and client reviews. Revenue from these products materially increases profit. Revenue is 25% or more of total.							
7 Business Continuity	Our firm plans to operate for the next 3-5 years as we have with no plan for succession.			We recognize a need to service clients beyond our career but are still searching for key team members beyond administrative and technical staff.			Our firm has professionals in place so that business could continue and have documentation for an emergency succession plan but do not have team to grow our business.			We have a next generation of professional advisors in place who clients have confidence in and have a fully documented succession plan. Creates accountability to founders and staff.							
8 Expected DOL Impact	We have experienced major disruption with the DOL. We seldom use a financial plan upfront. Most client interactions result in Brokerage or Direct Mutual Fund recommendations. >50% of investment revenue earned is commission based.			We recognize the need to charge more fees and build plans, but our current platform makes this difficult. We are beginning to establish new plans and fee based platforms for new clients.			The DOL has caused some disruptions in segments including retirement accounts investing in C-Shares. >75% of our investment revenue is fee based. We have fully integrated financial planning process for all new clients.			The DOL has caused minimal disruptions. As all of recommendations can be tied to a financial plan and our investment revenue is 10% or more above last year.							
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