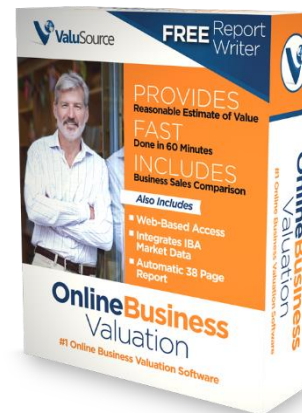


OnlineBusiness Valuation

#1 Online Business Valuation Software



*How To Differentiate Yourself...
and Generate LEADS!*



synergy
ASSET MANAGEMENT, LLC

Problems

- How do you...
 - **Stand out** from competitors, get more business and get more leads?
 - **Find a “door opener”** you can use to get your prospect’s attention and give you an introduction?
 - Find the **RIGHT leads**?
 - High net-worth prospects
 - Specifically - **business owners**, who have more assets for you to manage
 - Plus...



Problems

- Most Financial Advisors don't know how to do financial planning for Business Owners. So they create an *incomplete* financial plan
 - Do not include the *business value* into the overall financial plan
 - Affects everything – insurance, investment, retirement, estate and asset protection
- Why?
 - They don't know HOW to determine the value of their client's business
 - They incorporate business *income*—but not business *value* (BIG mistake)
 - They are not comfortable talking about an area they have not trained for

Now Add “Business Owner” Services

- *Differentiate* yourself – for business owners
 - Not a vanilla financial planner
 - Learn how a business works as an asset class (like stocks, bonds, real estate, etc.)
- Add a **FREE Business Valuation**
 - Hook for you to engage
 - Allows you to value their business – it must be considered for an accurate plan
 - **EASY** to complete and explain
 - We’ll quickly get you comfortable with the concepts and process

Questions

- Doesn't a business valuation take **weeks** – with a high price tag?
 - **Yes** – for a **formal** valuation
 - But you don't need a formal valuation for a financial plan
 - A **Ballpark** valuation is all you need
 - A reasonable estimate of the value of their business
 - **Easy, fast** (45 min) and you don't have to be a valuation expert
 - Perhaps you should consider...

Introducing...

Synergy Asset Management's Business Financial Planning Program

Generate leads by providing a free business valuation for business owners. Includes a complete marketing “kit.”

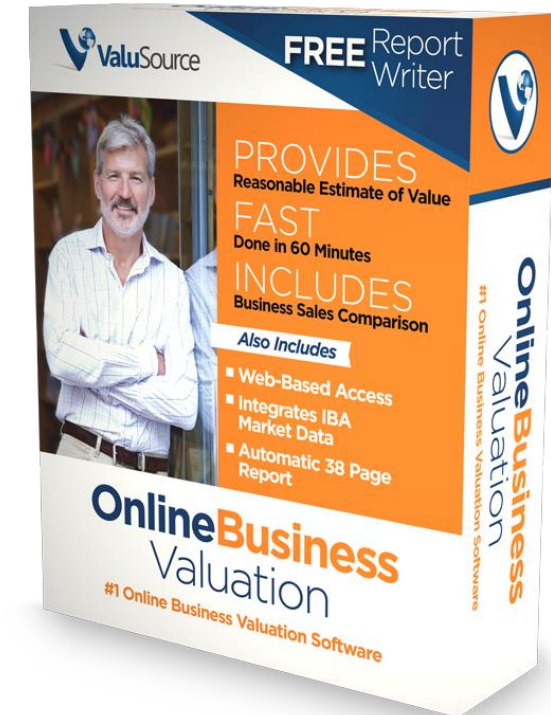


Featuring...



OnlineBusiness Valuation

**The #1 Purely Market-Based
Online Business Valuation Software**



Provide FREE Business Value & Risk Score

- **Detailed Valuation Report** – in 45 minutes
 - 40+ pages, includes comps from a database of over 50,000 business sale transactions (think MLS for business)
 - Compares their business to what other companies in their industry have sold for
 - Critical for both current planning and retirement
- **Performance and Risk Score**
 - Performance impacts everything, including revenue, profit, growth, and value

Credibility

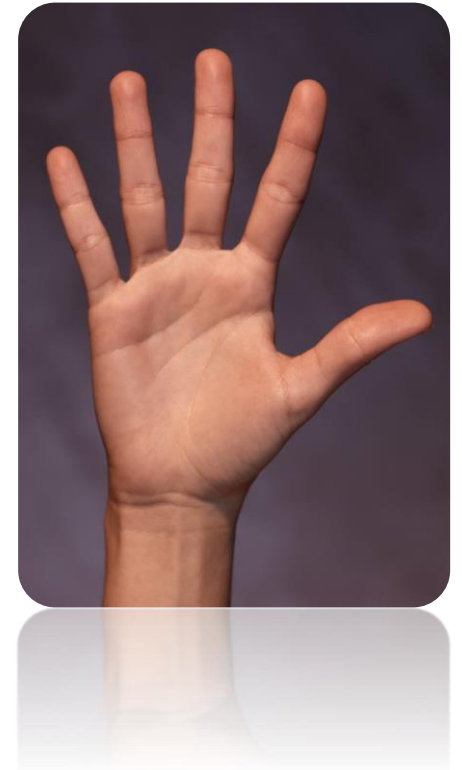
Synergy **leadership** includes top financial advisors, **certified in every major discipline**, including

- Chartered Financial Analyst (CFA)
- Certified Valuation Analyst (CVA)
- Certified Financial Planner (CFP)
- Chartered Financial Consultant (ChFC)
- Chartered Life Underwriter (CLU)
- Masters of Financial Services (MSFS)
- Certified Mergers & Acquisitions (CM&AA)
- Accredited in Business Appraisal Review (ABAR)
- Previously held NASD Series 4, 6, 7, 63, 24
- Broker, life, health & disability license
- Series 65

Best Solution

Five main reasons to consider Online Business Valuation

1. **QUICKLY** Differentiate Yourself From Competitors
2. **PROVEN** Lead Machine
3. **COMPLETE** Marketing Kit & Training
4. **BEST** Ballpark Valuation
5. **COST EFFECTIVE** Lead System



1) Quickly Differentiate from Competitors

- Offer service **your competition is not providing**
 - Differentiate yourself from competitors and get attention
 - A **FREE** ballpark **business valuation** – “door opener”
 - Offer a new and valuable service
 - Provide **FREE** value & performance reports
 - Include the **business value and risk score** into their **overall financial plan**



1) Quickly Stand Out from Competitors

- Helps you build new business faster
 - Provide better financial, wealth, retirement, and insurance planning services
 - Knowing what a business is worth makes it easier to assess the owner's needs
 - Build your reputation as a “trusted advisor”
 - Most owners over-estimate the value of their business, putting your financial plan at risk for a shortfall
 - Make connections with more high-net-worth prospects.
 - Offering a FREE business valuation adds value and credibility



2) PROVEN Lead Machine

- Everything You Need to Generate Leads
 - Personalize your prospect's valuation reports with your logo
 - **Promotional video** explaining value of a ballpark valuation
 - It's easy to send a video link to prospects to help generate a lead
 - Attract clients with a business valuation and performance score
 - Proves **your value as a trusted advisor** and increases credibility



3) Complete Marketing Kit

- Product Slick
- Testimonials
- Promotional Pick List
- Email Templates
- Phone Scripts
- Emailing Training
- Competitive Matrix
- Sales Manual
- Client PowerPoint
- SEO Template
- Website SEO PowerPoint
- Sample Landing Page
- Case Studies
- Videos

Everything you need to generate LEADS for your financial services business!



3) Complete Marketing Kit

Category	Title	Type	Description
Marketing, Sales & Business Development Tools			
MARKETING KIT			
1	Product Slick	PUB	A product slick template you can edit and re-purpose to describe your services - MS Publisher version
2	Product Slick copy only	Word	Text-only version of the product slick
3	Business Owners Testimonials	PDF	Online Business Valuation testimonials provided by business customers
4	Agenda for Marketing Meeting	PDF	Marketing-related areas and topics to be covered during your onboarding meeting
5	Advisor Promotions Pick List	PDF	List of promotions you can select from to start your marketing
6	Advisor Email Templates	PDF	Email templates you use to introduce your new services to your existing clients
7	Example Phone Dialogue	PDF	Examples of how to conduct prospect and client follow-up calls
8	Instructions for Email Marketing Campaign	PDF	Complete guide to setting up and running an effective email marketing campaign, including email templates, instructions for compiling prospect lists, and setting up and maintaining your contact database.
9	Competitive Matrix	PDF	Matrix results from competitive analysis of Online Business Valuation and its major competitors
SALES MATERIALS			

SALES MATERIALS
1 Online Business Valuation
2 Online Business Valuation
3 Client PowerPoint
4 Light Valuation Site
Search Engine Optimization
1 SEO Template
2 Advisor Website Plan
3 Top 100 Guidelines
4 Website Plan-o-Graph



GET A "HOOK" TO GENERATE LEADS

STAND OUT FROM COMPETITORS FIND HIGH-NET-WORTH PROSPECTS!

PROBLEM

As a financial advisor...

- Are you having trouble standing out from competitors, getting more leads and generating more business?
- Need a "hook" to get your prospect's attention and get an introduction?
- Want to find high-net-worth prospects who have more assets to manage?

Perhaps you should consider...

"It's a Lead Machine for a financial advisor. Excellent Job!"



OnlineBusiness Valuation
The #1 Family Market-Based Online Business Valuation Software

As a financial advisor, Online Business Valuation helps you provide an excellent ballpark estimate of the value of your client's business in about 30 minutes! It helps you:

- Generate more business and grow more leads with a "hook" that you can promise to get your prospect's attention and give you an introduction.
- Attract and target high-net-worth prospects, who have more assets for you to manage.
- Offer business owners an online, fast, and easy way to value their business and quickly differentiate yourself and your services.



ValuSource
FREE Prospect Letter
BEST VALUE

Knowing the value of a client's business (what it is worth if sold) helps their overall financial plan, but they also better understand their outstanding retirement needs.

In fact, how can you even calculate their retirement without it?

There are **FIVE** main reasons to consider Online Business Valuation

- 1. A PROVEN LEAD MACHINE**
There are several reasons why providing a free valuation will help you generate more and better leads and build new business, faster.
- 2. Differentiate yourself from competitors.** Offer a FREE ballpark



FOR SALE

Online Business Valuation

The #1 Purely Market-Online Business Valuation

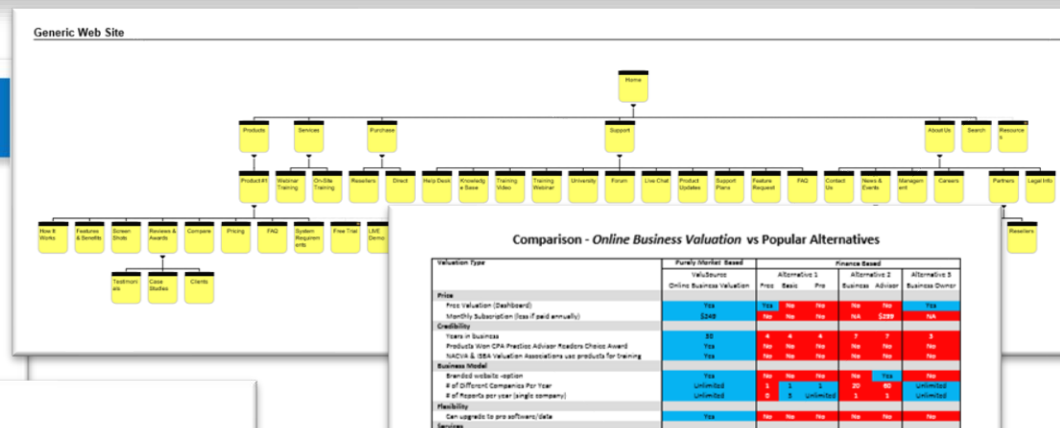
Online Business
Do Your Own

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Online Business Valuation
By ValuSource, Inc.

Sales Manual

For Financial Advisors





Report Purpose and Scope

This report estimates the current company value of:

Family Restaurant, Inc.

The evaluation considers both the tangible assets and the intangible value or goodwill. Generally accepted valuation methods were used to determine value. Values stated are effective as of September 18, 2019.



Business Performance Score

Knowing what your business is worth is important, but even more important (and actionable) is knowing how your business performs in comparison to your best-performing peers. Performance equals everything, including revenue, EBITDA, growth, and value. This report uses the ValueSource Market Comps database of over 40,000 privately owned business sales to calculate your **Business Performance Score**.

Your Business Performance Score was determined by comparing your business to other businesses in your industry that have already sold. If your business is in the upper and healthy range—much like a typical blood pressure test that compares against healthy norms—you're fine. But if not, then you know there's a problem that needs to be addressed.

Regardless, you're better off knowing where you stand. Making a few simple improvements could increase the performance and value of your business—and *reduce your stress for a better personal lifestyle*.

Your Business Performance Score (on a scale of 1-100) is:



Estimated Company Value

A variety of evaluation methods were used to calculate a range of suggested prices. Our single price conclusion is the average of the high and low prices from this suggested range. The estimated company value is:

\$704,000

69

Provided assets:

- Number of assets (more detailed)
- Customizable (in store)
- EBITDA comparable transactions
- Methodology explanation
- Final valuation
- Calculation used probable selling price
- Summary/Conclusions
- Does 1027 contain a list of UG?
- Report EBITDA multiple methods
- Number of valuation methods shown in report

Support:

- Email
- Telephone
- User guide as part of software (help section)
- Training videos
- Client list
- Provides support from professional valuations

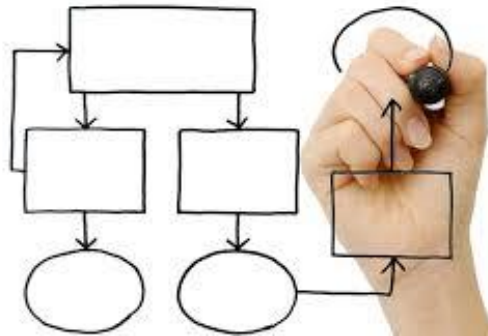
3) Complete Marketing Kit

- Hands On Training
 - Complete **training** & **coaching** through entire process
 - We become an extension of your marketing team



4) BEST *Ballpark* Valuation

- Purely Market-Based Methodology
 - Uses and **SHOWS** Actual Business Sales (Comps)
 - Valuation of your client's business is based on real business sales data
 - Provides Value & Business Performance Score
 - Uses **Eight (8)** Market Methods
 - Including: Basic Method, Asset Value, Capitalization, Critical Factor, Debt Capacity, Industry Method, Comparable Transactions, and Weighted Factors—ensuring the most reasonable market-based *ballpark* value



4) BEST *Ballpark* Valuation

- Guided questions
 - Program follows step-by-step process to complete your report
- Few input values
 - ONLY requires information you or your client already knows – doesn't need their CPA
- Easy-to-understand report
- Made for non-valuation professionals
 - No financial statements or valuation expertise required
 - Easy to interpret results

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5) Cost Effective Lead System

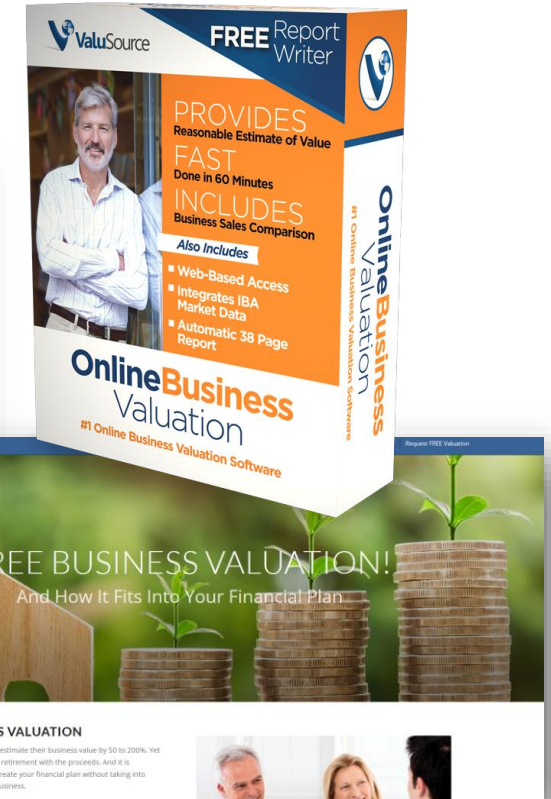
- Affordable Option

- Low overall cost for software/marketing system
 - Unlimited reports (leads)
- Unequalled **free support** – from **professional valuers!**
 - Marketing & Product Support
 - Support staff are credentialed professional valuers ready to help with the program, understanding the valuation process and interpreting the results
- Significant discount for Synergy partners



Show Me...

- Online Business Valuation – Demo
- Report Sample
- Marketing Portal
 - Promotional content
- Landing page
 - Click through funnel



What's Holding You Back?

- How accurate is it?
 - Online Business Valuation provides a *reasonable estimate* of business value (the *most probable selling price*)
 - Based on a *purely market-based approach*
- My practice is doing fine
 - *How can you create* an accurate financial plan for business owners *without* knowing the *value of their business?*



What's Holding You Back?

- Why hasn't anyone talked to me about this before?
 - Most financial planners have never been trained to look at a **business as an asset class**
 - Only consider business income—makes their plan incomplete
- Limited marketing budget
 - The **entire system** with marketing portal, click-funnel website, valuation software and coaching is **only \$2,500 per year** (*unlimited valuations*)

WHAT'S
HOLDING
YOU BACK?

Testimonials

“Online Business Valuation can value a bar, a restaurant, a manufacturer, a trucking company – **any kind of business.**”

“In just 45 minutes, a business owner gets **a great general idea about what his business is worth** AND how well it is performing”



Picture This

- You now have a LEAD machine!
- You can introduce yourself to new, more profitable, business owners by providing a *free* business valuation
- In 45 minutes you can show clients what their business is worth and how it fits into their financial plan
- You're the hero—the new trusted advisor
- You picked up a boatload of new clients...



Next Steps

- Enroll in the program
 - Synergy.ValuSource.com
- Get access to Online Business Valuation software
 - Used for unlimited # of prospect valuations
- Go through orientation
- Access the Marketing Kit
- Execute the Plan and WIN new business!



Questions & Answers



Thank You