

**Build your dream**  
**Convert more leads**  
**Learn from the best**  
**Scale your business**

# **JOIN**

# **AE Wealth Management**



**AE WEALTH**  
MANAGEMENT



We are **NOT** the  
average wealth  
management company.

You are **NOT**  
the average  
advisor.



We believe you  
can be more  
than **average.**

We believe  
you can be  
**extraordinary.**

At AE Wealth Management, we know that great advisors don't become successful by themselves. Instead, they rely on the right people and platforms to provide the support they need, allowing them to focus on the most important part of their practice: *Clients*.

Our mission is simple. We want to help you create the lifestyle you desire as an advisor while you help clients create the lifestyles they want in retirement.

With more than \$10 billion assets under management\*, AE Wealth Management is one of the fastest-growing RIA in the nation.<sup>1</sup>

\*As of July 22, 2020.

<sup>1</sup> Financial Advisor. July 2018. "Top 50 Fastest-Growing Firms." [https://www.famag.com/userfiles/000002018\\_IMAGES\\_ALL/FA\\_ISSUES\\_2018/07\\_JULY\\_2018/RIA\\_2018\\_50\\_Fastest\\_Online.pdf](https://www.famag.com/userfiles/000002018_IMAGES_ALL/FA_ISSUES_2018/07_JULY_2018/RIA_2018_50_Fastest_Online.pdf). Accessed August 11, 2020.

# The AE Wealth Management Approach

When you choose AE Wealth Management, you choose a company committed to comprehensive financial planning. Additionally, you join a team that already understands your business and is ready to help you build the practice of your dreams.

We know you're already a good financial advisor. It's our job to help you become a **GREAT** business owner. Read on to explore all the ways AE Wealth Management can help you take your business to the next level.

## Holistic Financial Planning

*Backed by top-notch technology, our platform makes it easy for you to make informed decisions in line with your clients' risk tolerance and overall financial goals. You get:*

### Greater Visibility

- AE Wealth Management's integrated technology platform includes investment management, financial planning and retirement planning, giving clients a 360° view of their finances.
- Innovative software helps you align your clients' portfolios with their risk profile, providing a customized retirement plan with daily account recalibration.
- Integrated advisor dashboards and single-source login simplify client acquisition, account opening, trading, rebalancing and more.

### One-Stop Solution

- Joining AEWM integrates your wealth management team with the Advisors Excel annuity and life teams you already trust to help you make holistic recommendations to clients.
- Learn about our all-encompassing platform and holistic approach toward financial planning with a variety of AEWM's technology trainings and small groups.

### Full Transparency

- Our Client Welcome Kit helps you explain the transition process and benefits of joining a new RIA to your clients. The InvestmentHQ mobile app helps your clients monitor their portfolio performance while staying connected with you.

# Custom Money Management

*Whether you want us to provide complete investment model management or you simply need a little help on the back end, we can provide every level of support to manage your clients' money. Our services include:*

## Trustworthiness

- You'll be supported by a team of CFAs, providing investment solutions and helping to ensure you fulfill your fiduciary responsibilities.
- Our rigorously vetted, heavily monitored money management platform helps your clients feel confident about retirement.

## Time-Tested Principles

- Our investment platform employs historically proven principles of successful investing: including active, passive and tactical investing as well as diversification and rebalancing.

## Constant Due Diligence

- We do the heavy lifting for you, conducting extensive and exhaustive due diligence on all investment managers to identify those with a disciplined, transparent and repeatable process.

# Technology & Software

*We are focused on helping you offer an outstanding client experience, with real-time reporting, tools and resources to inform and engage your audience. You'll enjoy:*

## Portable, Reliable Technology

- Give your clients easy access to all their accounts with web-based tools designed to provide the information they need – whenever and wherever they need it.

## Goal-Focused Planning

- Offer a 360-degree view of each client's financial picture with integrated investment management, financial planning and retirement planning services.
- Help clients make informed decisions aligned with their financial goals and risk tolerance utilizing carefully-selected financial planning software.

## Strong Industry Partners

- Capitalize on our relationship with established and highly recognized companies in the wealth management industry.

# Strategic Support

AE Wealth Management takes the complexity out of moving to a new RIA or changing custodians. Our turnkey transition process includes:

## Dedicated Account Team

- A highly knowledgeable and integrated transition team – spanning AUM, annuity and life – will develop a customized transition plan.
- Our compliance team helps manage the paperwork required to transition your business and meet your state's regulatory requirements.
- Case design helps you maximize your time with clients by preparing fee analysis and presentations.

## Hands-On Assistance

- AE Wealth Management works closely with you on every aspect of your transition, including research, document processing and training.
- Your AEWM transition consultant can help organize a client paperwork-signing event, with AEWM staff on hand to ensure your event is a success
- Our team provides operations and technology training for you and your associates before, during and after your transition.

## Fast Transition

- It takes an average of 60 to 90 days to transition to AE Wealth Management. Our efficiency allows you to focus on running your business.
- Once your client applications are signed, we help you and your staff open new accounts, submit transfers and enable cash management.

Our service team carefully monitors the feedback we receive from transitioning advisors to help us continually improve turn times and handle any ongoing service issues.

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*Advisors Excel has spent years learning what moves financial professionals from good to great. We use that knowledge to help you plan, execute and hone a business strategy that fits the life you want to lead.*

## The Brand of You

Financial professionals can count on our in-house branding experts to position you as the financial authority in your market and ensure your image resonates with consumers. Our in-house, award-winning advertising agency includes more than 100 on-site marketing experts, and they are available to help you design and implement marketing strategies to grow your business.

## From Sales to CEO

We offer a variety of resources designed to help you identify a sales process that fits your personality and style. We also provide support and ideas for creating operational efficiencies in your firm, allowing you to provide first-class service to each client even as you grow.

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# Elite Advisor Network

AE Wealth Management provides a host of opportunities to engage with the industry's most successful financial professionals and pursue continued growth for you, your team and your community. We create an environment for collaboration so that you can learn how the best got even better – and apply their strategies to your own practice.

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## **Groundbreaking Events**

Our full slate of powerful, ultra-practical training events can help you transform your sales process and tap into the tactics used by successful, experienced advisors.

## **Extensive Resources**

Advisors Excel gives you unlimited access to a vast assortment of templates and training tools, webinars, magazines, books and white papers to help you work smarter. You can also take advantage of specialized training for your entire staff to ensure everyone in your firm is focused on operational excellence.

## **Thought Leadership**

AE Wealth Management will position you as a thought leader in the industry, helping you create the financial practice you've envisioned for yourself and enabling you to obtain your personal and professional goals.

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# What You Can Expect:

- How to seamlessly transition your client portfolio from one platform to another.
- Learn break-through sales strategies to propel prospects into action.
- How to use integrated technology to give your clients a complete picture.

**Visit [joinawealth.com](https://joinawealth.com)**

for more information or to schedule a strategy call.

ADVISORS  
EXCEL



[joinaewealth.com](http://joinaewealth.com)

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Results from the use of the concepts, materials and trainings discussed are no guarantee of your future success.*

*AE Wealth Management, LLC ("AEWM") is an SEC Registered Investment Adviser located in Topeka, Kansas.  
Investment Advisory Services offered only by AEWM. Advisors Excel is a strategic partner providing service and support for the sale of insurance.*

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