

Case Study: Solo Producer to Multi-Million Dollar Team

2007 State:

Advisor:	John D.
Production:	\$633,000
AUM:	\$84 million
Team:	1 Assistant
Marketing Model:	Client Seminars
Business Model:	Transactional Fixed Income- Focused

Goals:

- Produce >\$1m
- Build a team
- Be a top 50 advisor at his firm


2023 Results:

Production:	\$3.7 million
AUM:	\$615 million
Team:	5 Professionals
Marketing Model:	COIs and Networking
Business Model:	Fee-Based and Transactional

The Opportunity

John understood that achieving his goals would require not just time, but a re-thinking of how he markets himself and who he should market to, how he should service his clients, and what his future investment process should look like. Enter the FLX Business Accelerator.

The Work



Tiered Servicing

- Created service model based on tiers
- Streamlined client review process and added quarterly investment updates
- Moved from transactional to fee-based to be on same side of table with clients



Marketing

- Focus on networking COIs, referrals, and qualified introductions
- Client acquisition from golf outings and other networking events
- Success in targeted prospecting to golf clubs and boat clubs



Team & Culture

- Established clear roles and responsibilities and team objectives
- Created a culture of creativity, teamwork and accountability
- Developed a scalable infrastructure to drive and support growth

The Timeline

