



By Founders Financial

Simplifying Your World

**How Second-Party Investment
Management Works for Advisors**



FCMS Is **Your** Investment Management Team, Connected To **Your** Brand

Imagine being able to keep your unique investment management story front-and-center with your clients while offering a comprehensive stack of high-quality strategies. Now, imagine being able to save time and create scale with partner focused on serving you, all while you receive a 100% payout on platform assets. That's FCMS!

With over 85% of eligible advisors choosing our platform, FCMS is positioned as a high-quality, highly diversified investment management solution focused on saving advisors precious time and elevating their brand and value proposition. Rather than just another marketplace for strategies, we're your dedicated investment management team, focused on uplifting your capability and amplifying your brand and investment management story.



You're a Financial Advisor



But, you're also a
business owner.

You're also a marketer, chief operating officer, and seemingly countless other titles that collectively describe what you spend your time doing. Your time is stretched perilously thin across competing priorities that pull you further from your original passion - guiding your relationships to their goals and dreams through personalized financial planning.

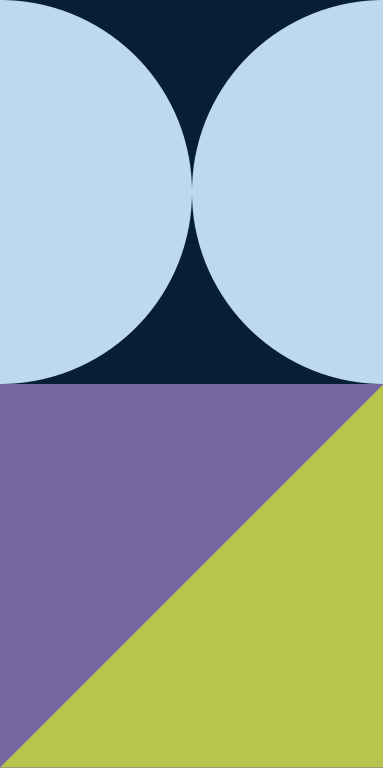
You may have tried third-party asset management to free up capacity but found the experience lacking. Increased cost, a dilution of your brand, and an endless list of portfolio strategies may have left you feeling so overwhelmed by the sheer volume of choices that all that time once saved is now going back into figuring out what strategies are best amongst the bunch.

What if there was a different path?

One that **optimizes the research, construction, and management** of the highest quality strategies while enhancing your role and influence on your client relationships? A path that amplified your distinct brand voice, fortified your advisor-client relationships, and allows you to retain 100% of your advisory fee for assets on the platform? This means no grid or override on your fee, putting more of your hard-earned revenue back into your pocket to reinvest in your future growth.

Meet Freedom Capital Management Strategies®, or **FCMS**®, from Founders Financial—a unique second-party asset management platform with an advisor- and relationship-first approach. It's time to rediscover why you entered this business in the first place and take back the reins of your enterprise.

Let's dive in. >>>



The Modern Time Economy



The nature of work and how we work has steadily evolved over the past decade, influenced by new generations of workers, technological advancement, and other forces that fast-tracked this evolution by years. For advisors, owning and operating a practice has become more complex with more regulation and increased competition offering world-class experiences to clients and investors. If the last few years were all about advancement and new capabilities, then the next decade is going to be defined by how you as an advisor manage your time and capitalize on the opportunity this evolution has promised.

In recent years, many workers, including advisors, have experienced fatigue and burnout. As a society, we're reassessing our priorities and altering our perceptions of what is truly important and how we wish to spend our most valuable asset — time. By the same token, advisors are also beginning to consider what is truly important for their practice — leaving the most successful advisors to recognize that client and relationship-enhancing activities should be the number one priority. But with so much on the plate for owners of small and mid-sized practices, knowing what's most important and being able to act on it without being distracted by other needs is still a problem.

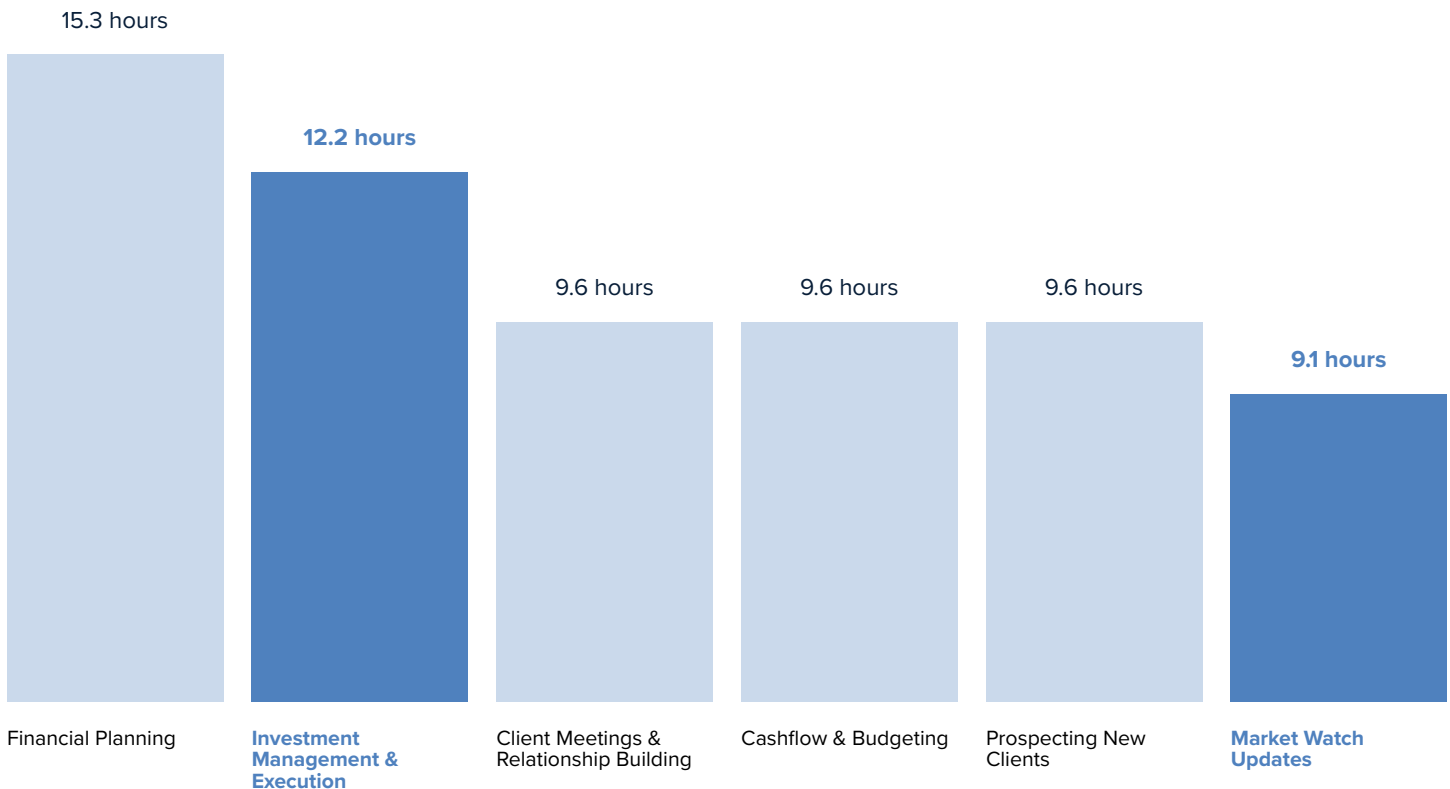
Going back over ten years ago, 50% of CFPs were beginning to outsource their investment management

Cerulli Associates Study, 2011

Even then, these professionals understood that time was the most important and influential resource they had to impact the trajectory of their business. Jump ahead to recent reports by Orion¹ and we see a stark contrast between the best-performing advisors and everyone else.

The highest-performing advisors are spending nearly **70%** of their time on **relationship-enhancing activities**, compared to average or underperforming advisors who are doing the inverse and are governed by day-to-day task management.

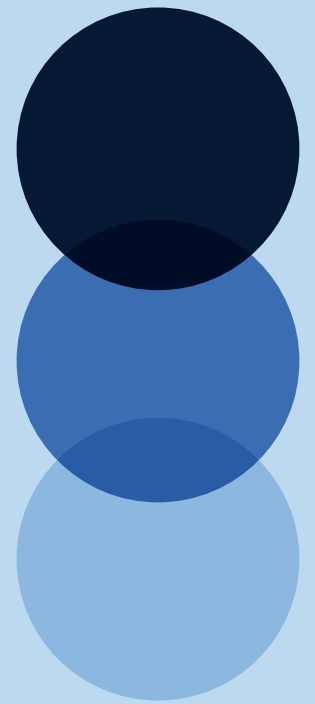
Where Advisors are Spending Their Time



With 21 hours per week spent on investment management and market-watching activities and only 14% spent on relationship building and client engagement, it's not a surprise that many advisors find themselves working longer hours to make up the difference or failing to see the growth they envision materialize.



Besides data, one could make a solid argument that time is the new currency to be bought and sold. The value of time is only increasing as advisors begin to understand how its use can greatly impact their practice, especially in terms of its growth trajectory.




Is outsourcing investment management the right strategy for advisors?




Outsourcing investment management represents the most significant opportunity for advisors to optimize their practice and allocate time in the modern time economy. As it's been noted, advisors are spending a significant amount of time on building and managing client portfolios, research, and more. Modern-day third-party asset management platforms (TAMP) have been a big success for advisors who understand the trade-off between time and opportunity. Many have reaped the rewards these services have brought them, including a raising of the bar when it comes to the breadth and depth of professional investment solutions advisors are able to present to their clients.




At a minimum, most notable TAMPs will handle the research, build, and maintain a comprehensive assortment of strategies and portfolios, and provide support to advisors in the alignment of options. In return, advisors...

 Gain back hours each workweek

 Establish a repeatable, disciplined investing strategy

 Increase client engagement and retention

 Focus and invest more time in growing the advisory practice

Are TAMPs the solution?

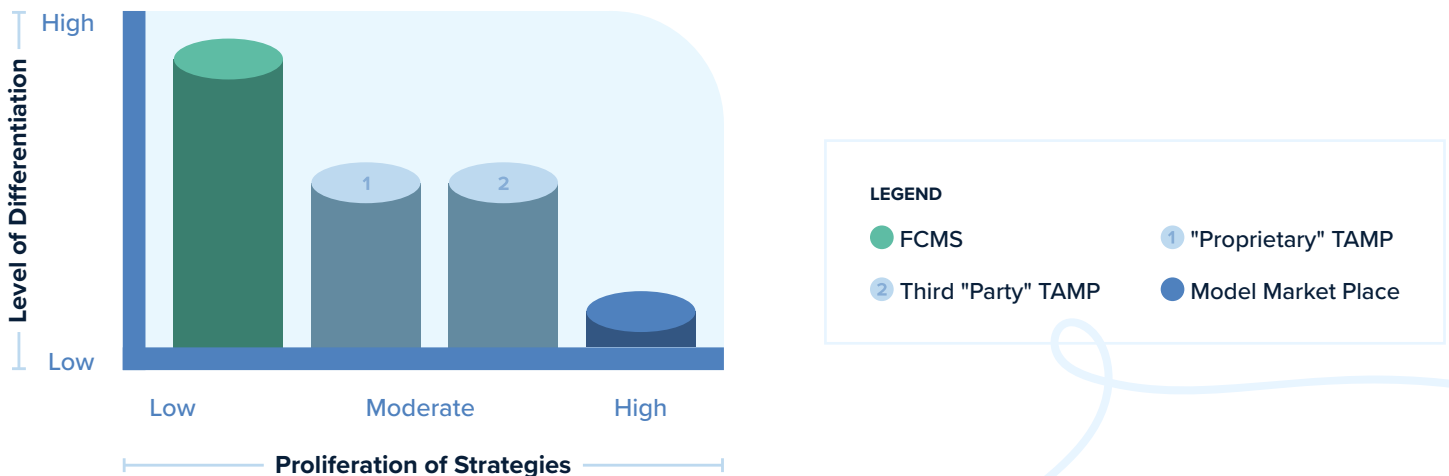
Recent studies by Fidelity² reveal that advisors who outsource investment management have experienced noticeable growth—resulting from the increased capacity that has been refocused on client-facing activities. According to the Fidelity study, advisors who outsource see a 62% increase in their AUM growth rate compared to those who do not. Additionally, other growth rates have also risen, including a 15% rise in revenue and a 34% increase in new client acquisition. These rise in growth rates underscore the significant impact that dedicating time to growth activities can have on an advisor's success.

Despite the clear benefits of the TAMP model, some advisors remain hesitant to adopt these platforms. Concerns about the perceived high costs of well-known TAMPs and the belief that investment management is a key differentiator in their service offering contribute to this reluctance.

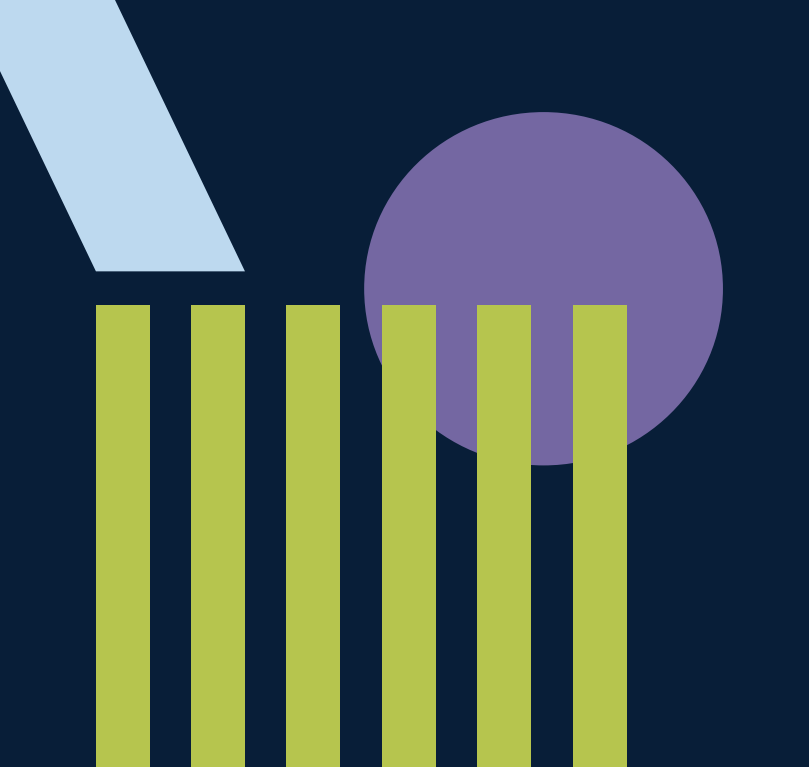
TAMPs undoubtedly represent a major time-saving opportunity, but many are comprised an overwhelming number of investment strategies that force advisors to shoulder the new and unintentional burden of trying to to evaluate and decide which strategies are best for their clients amid too many options inside their TAMP or model marketplace. With these concerns preventing many advisors from taking the leap towards a more time-friendly world, is there anything that can be done about it?

Outsourced Investment Management

EVALUATING YOUR OPTIONS



²Fidelity RIA Benchmarking Study, 2023



The Case for Second-Party Investment Management



Advisors have valid concerns that need to be flushed out during any discovery and due diligence process before selecting a TAMP. A great partner invested in your success will help you understand the trade-offs and overarching benefits that the platform will provide so that you are well-informed and prepared to capitalize on the full potential and opportunity in front of you. One of the biggest challenges for advisors and their TAMP is generally uncovered only after the work begins.

When advisors use a third-party TAMP, they are introducing another party to the relationship between them and the client. Factor in the strategists used by the TAMP, as well as other key contributors, and there quickly becomes a lot of voices in the room. It's easy for clients to get confused about who is leading them, which can ultimately dilute the primacy of the advisor's brand and centrality in the relationship. For many advisors, this can

lead to conflict and fears that their brand and perceived value will be diluted and disintermediated by another party slowly overtaking one of the most visible elements of the client relationship — how their money is managed.

While the concern advisors are faced with should not easily be dismissed, it's important for you as the advisor to recognize and understand that your most important differentiator is yourself and why the client chose to work with you in the first place. The relationship advisors hold with the client will always be sustained if it's continually invested in and nurtured, regardless of the services provided by a TAMP.

That said, the advisor's brand shouldn't simply allow itself to be lost in the shuffle of different partnerships. The best advisor and TAMP relationships will recognize the value of you and your brand to the client and ensure that your story is always center stage.



Keeping Your Brand Front and Center

While the term ‘third-party’ asset management platform has become ubiquitous for advisors, the term ‘second-party’ investment management is newer for most. If third-party asset management is all about plugging in an outside vendor to perform specific investment management functions, then second-party is about leveraging a partner to enhance and uplift the advisor’s direct service to the client so that your influence and impact is elevated, not the partners. This subtle distinction in how the vendor/partner views themselves in the context of the relationship they have with the client is the cornerstone of what sets these two options apart.

If advisors have concerns that their value proposition and brand will be diluted because a third-party provider will take visible control of the client investing experience, second-party asset management provides an intriguing and direct solution to this very concern.

Instead of sharing the spotlight with the TAMP’s brand and client-facing representatives, you as the advisor and your brand always take center stage. Your second-party investment management provider assumes a supporting role, always serving you by providing all of the resources, infrastructure, insights, and scale comparable to a TAMP, but never superceding your brand or taking the marquee position in the relationship.

Every touchpoint and interaction with the clients served in this relationship needs to reinforce the advisor’s brand. This includes, but is not strictly limited to, sales, marketing, and communication assets that should consistently showcase your brand. By ensuring that your brand is clearly represented and not sharing space with anyone else goes a long way to elevating any confusion about who is truly leading the relationship forward.



The Philosophy Behind Freedom Capital Management Strategies



Advisors have more choice in providers today than ever before when it comes to who can help them get the most out of their investment management efforts and free up time for them to spend with their clients. The majority of options fall within the sphere of a traditional TAMP. Though many advisors commonly want a third-party asset management partner, according to the data, the preferred solution for outsourced investment management remains varied and less common.

When Freedom Capital Management Strategies (FCMS) was launched in 2009, it was built differently from other TAMPs. Rooted in its ethos is a commitment to serve advisors first as partners, not a ready-for-hire vendor.

For over a decade and counting, FCMS has championed a more personalized approach to help advisors grow their unique ability to provide first-class investment strategies to their clients while recapturing the time lost trying to manage money on their own.



Building A Personalized Approach

Quality Over Quantity

The FCMS platform is extensive and caters to a range of client requirements. Each strategy is built with a focus on quality, adopting a best-of-breed methodology that empowers advisors to choose the optimal solutions for their clients without sifting through numerous third-party strategies and funds that don't offer much uniqueness.

Investment Management Is the Product

Advisors will not encounter a sales-focused platform designed to promote third-party strategies and proprietary funds. The FCMS platform is solely committed to acting as the investment arm of your firm with our team serving as an extension of you.

Investment Philosophy

THREE CORE PILLARS



Active Oversight

Active Management of portfolios amid ever-changing markets & collaboration with you and your relationships to ensure investments remain aligned to goals & dreams



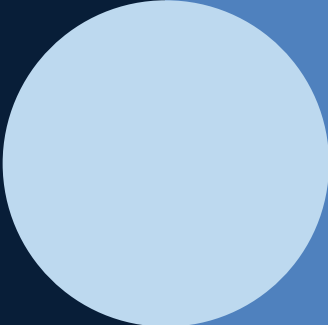
Modern Diversification

A diversified suite of investment solutions that integrate traditional principles of investment theory with an innovative approach to portfolio construction



Risk Management

Ongoing due diligence and monitoring and active management of risk through asset allocation diversification, and innovative risk mitigation tools



FCMS was developed by experienced advisors who encountered many of the same challenges you currently face. These shared experiences fostered a belief that a collaborative and interdependent relationship between advisor, client, and partner was essential. Nonetheless, the primary focus has always been on assisting you, the advisor, in enhancing your ability to serve your clients by elevating you and your brand.

A Collaborative Approach

KEEPING YOU AT THE CENTER OF THE RELATIONSHIP

The Team



Your
Clients

Financial Advisor

Provides professional leadership through a dynamic, collaborative planning process designed to serve your client's evolving needs through their financial journey

Investment Committee

Performs the rigorous research and due diligence necessary to manage your client's portfolio amid increasingly complex financial markets



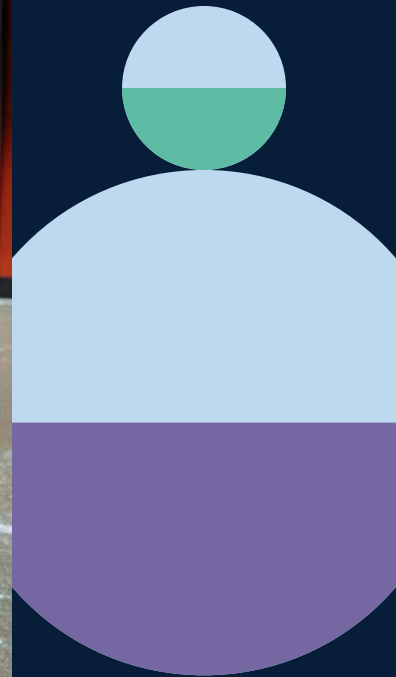
A Comprehensive Platform

FCMS is the first second-party investment management platform—managing over \$1.5 billion of assets on the platform and growing. Compared to traditional TAMPs, FCMS ranks inside of the top 20 in asset management.

The continued growth of the FCMS platform over the past decade is only matched by its continued innovation and commitment to delivering the investment solutions that you and your clients need.

- Managed Accounts
- Private Wealth Management
- Retirement Plans
- Variable Annuity Models
- Held-Await Asset Guidance
- Custom Portfolio Solutions
- Marketing and Communication Resources

You are able to meet the holistic needs of your client relationships with professional, high-quality, highly curated solutions.



Service Your Client Relationships

As a comprehensive platform, FCMS seamlessly integrates investment operations and relationship-facing deliverables into your existing practice. Rebalancing, reporting, researching, due diligence, trading and back-office tasks are fully automated, reclaiming valuable time for you to reinvest in nurturing and guiding your relationships through the unique demands and challenges of life.

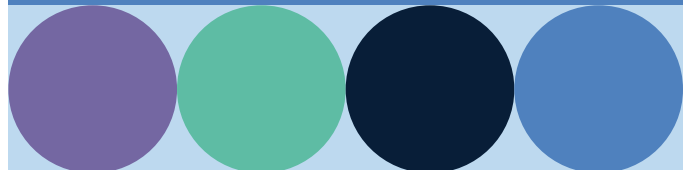
FCMS wraps a thoughtful investment philosophy, proven repeatable process, and dedicated team around your business. You'll have clear, communicable philosophies and tailored portfolio solutions to confidently address each relationship's distinct goals, all while reinforcing your unique approach and value proposition.

Most importantly, FCMS is designed for financial advisors by seasoned advisors who intimately understand the realities of leading an advisory firm. With FCMS, you get unparalleled flexibility to tailor and evolve portfolio strategies for every unique situation and stage of your client's financial journey.



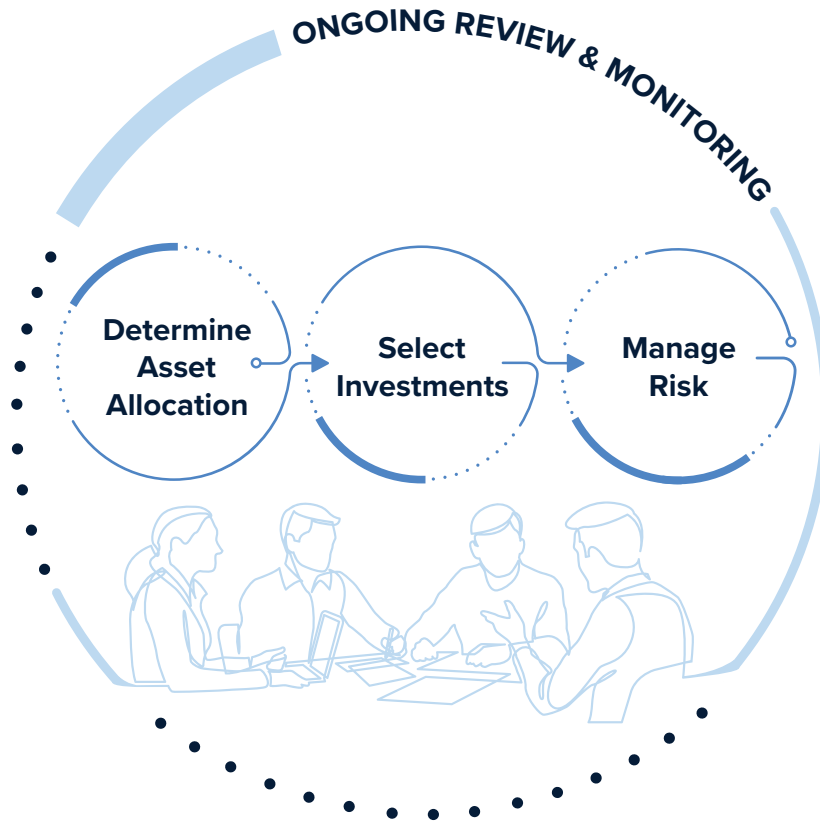
"With FCMS, I finally have the bandwidth to be a true advisor instead of an investment manager. I can focus on counseling around life goals and generational wealth transfer, not just managing figures."

– Jordan Taylor, Financial Advisor



Investment Process

CONNECTING WEALTH TO GOALS & DREAMS



Disciplined

A disciplined investment process is critical in the increasingly complex capital markets of today

Dynamic

Our dynamic investment process is grounded in rigorous, objective due diligence and has the capacity to adapt as the markets evolve over time



What's the Difference?

In the traditional TAMP model, there's often a layered approach: the client, the advisor, and the TAMP. This structure can inadvertently push the TAMP's brand to center stage, potentially diminishing the advisor's value proposition. FCMS takes a fundamentally different approach.



"Other TAMPs gave me model portfolios disconnected from my brand narrative. With FCMS, I have customized investment frameworks that reinforce my value prop with every conversation."

– Brian Schlosser, Owner and Financial Advisor

With FCMS, you - the advisor - remain 100% at the center of the relationship. Everything we do is designed to support and enhance your brand, not compete with it. Here's how:

Brand Reinforcement

Unlike traditional TAMPs that may overshadow your identity, FCMS integrates seamlessly into your practice. You have complete branding control and white-labeling capabilities over every client touchpoint, from proposals to reporting portals. Your distinct voice and identity are reinforced, not diluted.

Financial Alignment

FCMS offers a full 100% payout of your advisory fee for assets on the platform. There's no grid or override on your fee, meaning more of your hard-earned revenue gets reinvested into your own enterprise's future growth.

True Partnership

FCMS operates as a true second-party investment partner. You get unfiltered access to our entire credentialed investment team, ongoing personalized portfolio analysis, and implementation guidance. This allows you to collaborate on tailored solutions down to the position level, all while maintaining your position as the primary point of contact for your clients.

Direct Access

Unlike larger TAMPs, FCMS provides direct access to our team, including executive leadership.

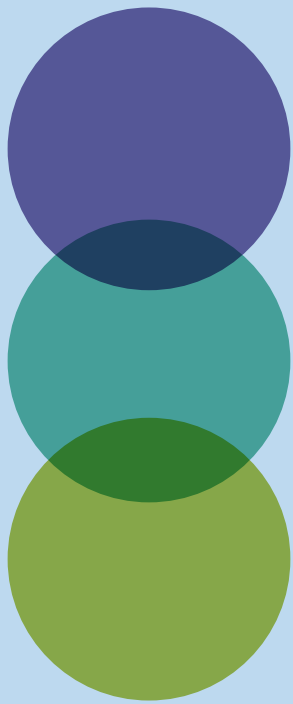
By eliminating the traditional layered approach, FCMS ensures that you remain the central figure in your client relationships. Our platform is designed to enhance your value proposition, not compete with it, allowing you to offer institutional-quality investment management while keeping your brand and expertise at the forefront.

Investment Process

CONNECTING WEALTH TO GOALS & DREAMS



- Serves as the professional investment management arm of **your** enterprise
- Delivers significant scale & efficiency to **your** practice
- Integrated with **your** brand
- Liberates **you** to invest your limited time servant leading relationships



Who This Is For

FCMS is ideal for advisors who understand the time benefits of outsourcing investment management but don't want to see their brand or value diluted in the process. Whether you're currently managing investments in-house or using a third-party solution, FCMS can help you:

- Focus more on relationship-driven activities
- Maintain a seamless, customized investment experience fully aligned with your brand
- Put 100% of your advisor fees back into your own pocket with no override or grid
- Collaborate with a dedicated investment team who understands your practice and is fully dedicated to serving you



“We knew what we had previously at the larger broker-dealer was not working and so we wanted to grow inside a smaller model. We wanted access to the executive team. I picked up the phone and I remember getting a hold of Brad Shepherd on my very first attempt, so right there—that’s a win.”

– Jodi Brush, Financial Advisor





More Than Just an Advisor

In today's environment, investment acumen is increasingly commoditized. What separates a truly elite advisory experience is more holistic—proactive communication, trust built through transparency, and the ability to craft a consistent narrative that integrates investment philosophies into bigger-picture relationship goals.

By intelligently automating operations and facilitating customized investment communication, FCMS equips you to do more than basic asset allocation and monitoring. You can move into that higher vocational territory of life-guiding for relationships and families, capitalizing on your complete, multi-disciplinary value promise.

With FCMS's thoughtful blending of comprehensive investment solutions and client engagement resources, you can get back to the purest form of your vocational calling: providing leadership and counseling families through all aspects of life's financial journey.



"FCMS allowed me to unlock my full potential and uplevel my practice from just investment management into an overall cohesive narrative for clients about their wealth's greater purpose and positive impact. It completely freed me from the operations treadmill to focus on legacy-building goals rather than just returns."

– Brad Kellen, Financial Advisor



**Ready to liberate more time
for relationships, accelerate
your capacity for growth, and
partner with a best-in-breed
investment team?**



**Discover how FCMS can transform
your practice today.**

foundersfinancial.com