Reaching Your Destination

Relentlessly driving your growth

We deliver technology-driven wealth management tools alongside high-touch consultation to create firm efficiencies for independent investment adviser representatives, subadvisers and solicitors. CreativeOne Wealth's vertically integrated wealth management services coupled with industry-leading marketing helps entrepreneurial wealth managers navigate increasingly dynamic and complex needs.

CreativeOne Wealth is an SEC-Registered Investment Advisory firm that delivers an adviser-centric experience, empowering financial firms across the U.S.

Experience CreativeOne Wealth

- End-to-end asset management solutions.
- Flexible, open architecture.
- Eliminate administrative functions.
- Custodian agnostic.
- Win back your time.
- Reach a wider range of clients.
- Experience savvy growth.

creativeOne
WEALTH

Seeking Your Exit

More awaits you

EXPLORE
Some of the best-managed firms are Registered Investment Advisory firms, they scale their businesses to help their advisers evolve from advisory practices to well-managed businesses. With CreativeOne Wealth, advisers have a foundation that provides a better organizational structure, improved operations management, proven growth processes and access to a dedicated management team. Advisory independence in tandem with enduring enterprises come with huge rewards.

REVERSE ENGINEER YOUR BUSINESS
You'll find superior economics at CreativeOne Wealth. With competitive advisory fees, coupled with **fixed insurance production outside of the payout grid**, advisers can dramatically and immediately improve net revenue and quickly gain return on investment for their time and money.

BUILD YOUR LEGACY
Successful firms clearly understand their brand and values that make them relevant in their marketplace. Start building a tangible brand that can become a significant asset when you enter retirement. Firms who transition to registered advisory models increased their value 124% on future mergers.[1]

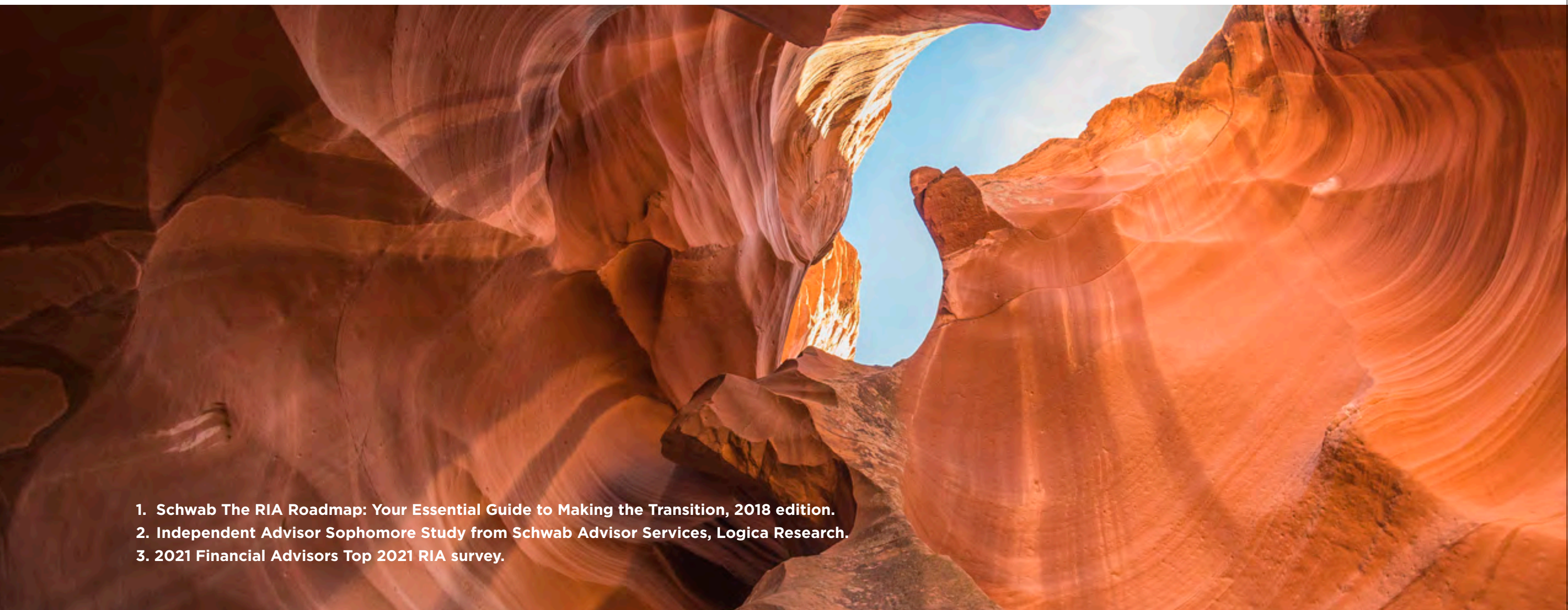
65%
Growth

Advisory firms grew assets under management significantly in the past five years.[3]

96%
of Advisers

who've gone independent, said they would do it again![2]

Let us help you create capacity for growth.



1. Schwab The RIA Roadmap: Your Essential Guide to Making the Transition, 2018 edition.
2. Independent Advisor Sophomore Study from Schwab Advisor Services, Logica Research.
3. 2021 Financial Advisors Top 2021 RIA survey.

Standout Expertise

Industry excellence

The CreativeOne Wealth team has several core competencies. Beyond our incredible team, there are three that set us apart and are indicative to expanding firms.

GROWTH

Improve your firm's valuation.
We're an advisory growth partner. Whether you're a seasoned firm, independent, or breaking away, we offer expertise to help reach growth milestones.

SOLUTIONS

Personalized to fit your firm.
Forward-thinking,end-to-end capabilities. Think of us as a consultative partnership with practice management tools for all sizes and walks of life in the advisory realm.

TECHNOLOGY

Forward-thinking end-to-end capabilities
We streamline operations with leading technology and focus more on efficient expansion and growth. We have custom wealth solutions and partnerships with some of the largest firms in the industry to help accelerate growth. With comprehensive technology, you're covered from risk-based to outcome-model portfolios, UMA strategies, trading on the platform to a suite of integration partners that make our system a one-stop-shop from one entry point.

- **Risk profiling.**
- **Flexible portfolio construction.**
- **Streamlined rebalancing.**
- **Adviser-managed models in the marketplace.**

Key growth drivers

Work forward and not backward. Our proprietary CreativeOne Wealth technology helps influence retention and expansion. We hone in on these areas to capitalize and grow by increasing:

- **Adviser capacity.**
- **Referral rates.**
- **Closing ratios.**
- **Lead flow.**

Who We Work With

Expanding your offerings

IARs

RIAs & BDs

- Sub-Advisers.
- Solicitors.
- Co-Advisers.

Consultative Approach

Flexible, open architecture

Our founders were former advisers who sat in similar chairs. That's why we know no two firms are alike. There's a wide variety in market geography, business models and the maturity of a business. We avoid a one-size-fits-all approach because, it's a challenge for firms.

At CreativeOne Wealth, we get to know you, your business and what's important. We take your vision, align our teams, and coordinate resources to help reach your milestones more rapidly.

Deep Experience

Counts for something

BREAKAWAY FIRMS
Make the move from a captive organization and develop your own brand.

GROWING JUNIOR ADVISERS
Attract junior associates with tools to grow new books of business.

RELATIONSHIP-DRIVEN GROWTH
Capitalize on existing relationships, expand into organizations, and generate AUM.

EXPAND YOUR REACH
Grow into markets and acquire sophisticated clients.

REFRESH YOUR BRAND
Renew your brand and outpace industry giants.

DIGITAL GROWTH
Expand through websites, targeted campaigns, and lead generation that produce better result in AUM.

Platform Features

A cloud-based system provides advisers with a comprehensive wealth management platform. This end-to-end technology acts as a one-stop solution to view your book of business.

BACK OFFICE & ADVISER SERVICES SUPPORT

Eliminate time consuming tasks related to reconciling data, calculating fees, and producing quarterly statements. Our back office and Adviser Services team reduce overhead and allow for more efficiencies to scale your business.

ADVISER PLATFORM TOOLS

Our integrated, purpose-built technology platform provides a holistic solution that will assist you throughout each stage of wealth management life cycle, available 24/7 through cloud access.

PROPOSAL GENERATION

Determine a client or prospect's risk tolerance through our proprietary questionnaire and generate a custom proposal with a suitable model, all integrated into one seamless workflow.

PROSPECT AND CLIENT ENGAGEMENT

CreativeOne Wealth offloads hours of time each week spent behind a computer. We believe those hours are best spent meeting clients & building relationships. Our marketing offering is comprehensive, and our hope is that your new time allocation allows you to market, generate leads and referrals, and increase client engagement.

ADVISER GROWTH AND DEVELOPMENT

With a fresh take on adviser development, our goal is to help advisers run, and develop their business. We take a holistic approach to firm growth. We spend time with our advisers to establish expectations | and meet goals.

FINANCIAL PLANNING

Our Case Design team is a great resource to our advisers, whether new or experienced in the financial services industry. There is a process surrounding case design, which allows our advisers to leverage this solution to the extent of their needs and the needs of their clients.

CLIENT SERVICE TEAM

Whether you are a one-person shop or have a staff, our client service team trains and supports your efforts on a continued basis.

MODEL MARKETPLACE

The CreativeOne Wealth investment committee performs exclusive due diligence on money managers offered on in the platform. The managers are dynamic and rotate based on individual performance to maintain quality offerings and reduce shifts in strategy to ensure models perform as expected.

Our Partners

Custodians

charles SCHWAB
Fidelity INVESTMENTS
TD Ameritrade

Model Marketplace

ASTOR INVESTMENT MANAGEMENT
BrightPortfolios
M·C·M
BRISTOLGATE
CHATHAM CAPITAL GROUP
Chilton Capital Management
STATE STREET GLOBAL ADVISORS
GeoWealth
GLOBAL X Beyond Ordinary ETFs
ETFs by J.P.Morgan Asset Management
M CAPITAL
BlackRock.
STANCE CAPITAL
OCEANPARK
HENRY JAMES EXECUTIVE RECRUITMENT hj

Integration Partners

REDTAIL
ENVESTNET YODLEE
FireLight
LASER APP SOFTWARE
PLAID
byallaccounts data for smart decisions
Docupace TECHNOLOGIES
DocuSign
smarsh

Efficiency Builders

keap
MailChimp
Constant Contact
EmailOctopus
Calendly
Google Ads
BigMarker
LinkedIn
Bookings
WordPress
zoom
MarketingPro
twitter
facebook
Hootsuite
zapier
Leadpages
Lead Pilot
Instapage
salesforce
HubSpot
pardot

Inspiring Leadership

People make the difference

Marty Pfannenstiel, J.D.

President of CreativeOne Wealth

Marty leads the registered investment advisory firm, directing strategic growth in new markets and partnerships. He creates the resources and infrastructure to help growing firms reach milestones. His leadership is what makes CreativeOne Wealth an anomaly in the advisory space—colleagues you want to work with. Prior to leading the CreativeOne Wealth organization, he spent nearly a decade in various roles with insurance carriers and risk management teams.

Mike Miller, J.D.

Partner, President and CEO of CreativeOne

Mike has held a number of senior executive-level positions with the former Aviva USA, including executive vice president of life and annuity sales, executive vice president of operations, and general counsel. He brings a wealth of industry knowledge and experience alongside his approachable management style, openness to feedback, and love of challenges.

Lance Sparks

Partner at CreativeOne Wealth and CreativeOne

Lance has more than two decades of experience in sales, marketing, and corporate development, Lance has a longstanding record of implementing aggressive growth strategies across many sectors of the financial services industry. He's an entrepreneur at heart and integral in many industry financial services start-ups that span between advisory services and insurance products.

Mark Heitz, J.D.

Partner at CreativeOne Wealth and CreativeOne

Mark has four decades in the financial industry. Mark's vast experience spans jobs from law clerk to president of a multi-billion dollar company, Aviva Annuity, now Athene. As president of Aviva, Mark grew the company's assets from $100 million to $40 billion during his 30-year tenure. Today, Mark serves on CreativeOne Wealth's board, providing strategic advice on how to best support advisers.

Going Further

Weaving resources around your strengths

Shannon Kruger
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Andrew Maupin
AAMS®, CIMA®, MBA
Director of Busines Development
913.402.2186
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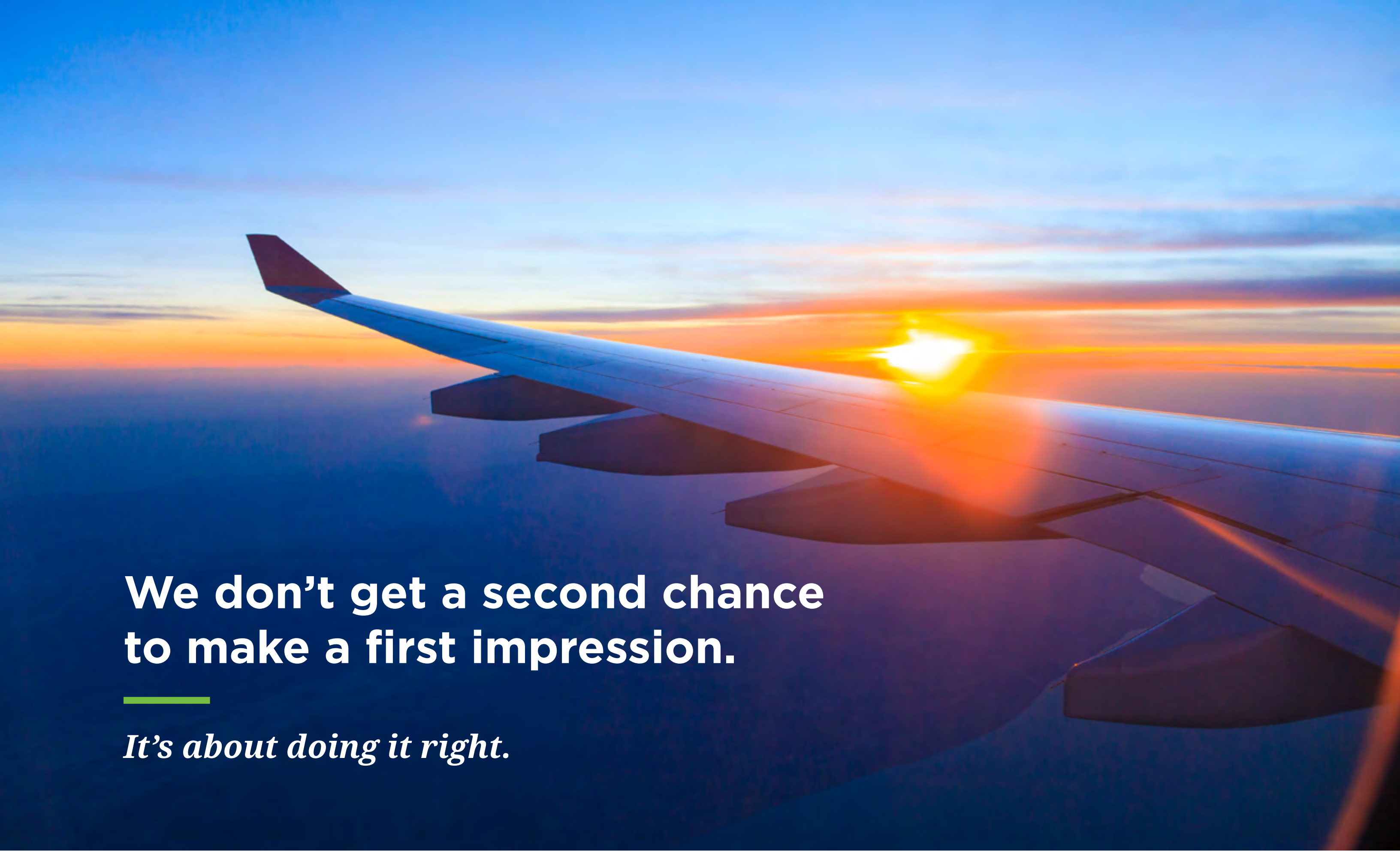
Reach your full potential

Consultative Framework
We take a consultative approach to adviser success. We dig in, understand your business, and uncover your pain points and goals. When we gain a deeper knowledge about you and what makes your office successful, we can then build a stronger framework, together.

Stronger Synergies
Let our team guide your journey and help evaluate your business needs. We're a disciplined team capable of providing strategic advice and executing plans to help you grow your practice. It's a model we've developed that can create remarkable results for those who choose CreativeOne Wealth.

Let's make a tangible impact on your business.



We don’t get a second chance to make a first impression.

It’s about doing it right.

We take the time to get to know you and how your firm operates.
In the early stages of vetting and preparing for an advisory move, focusing on your endgame is imperative. More importantly, focusing on the execution, strategy, and commissions timing that work best for your paycheck are critical. We focus on what keeps the transition fluid and make our time count. We’re not cutting corners.

creativeOne WEALTH

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