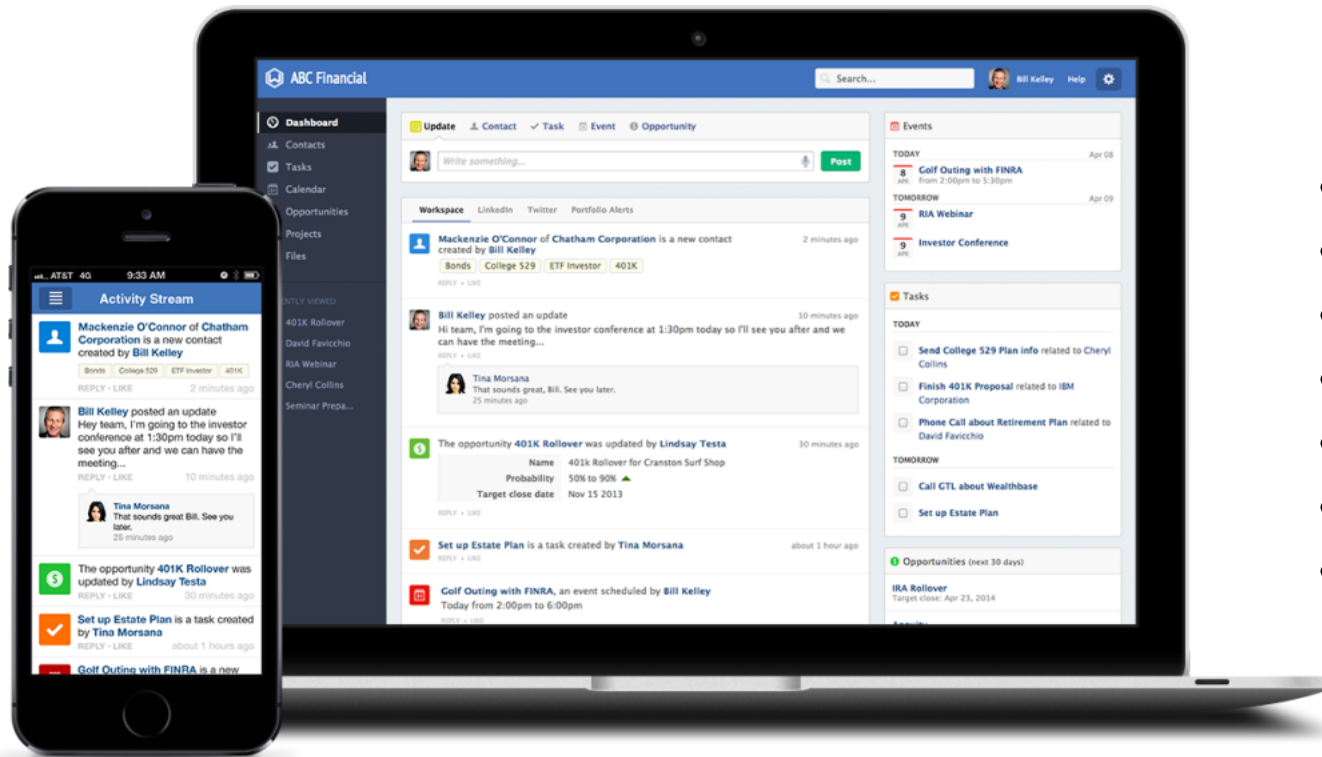


Best-In-Class CRM & Client Touchpoint System



The Wealthbox CRM & Practice Management System

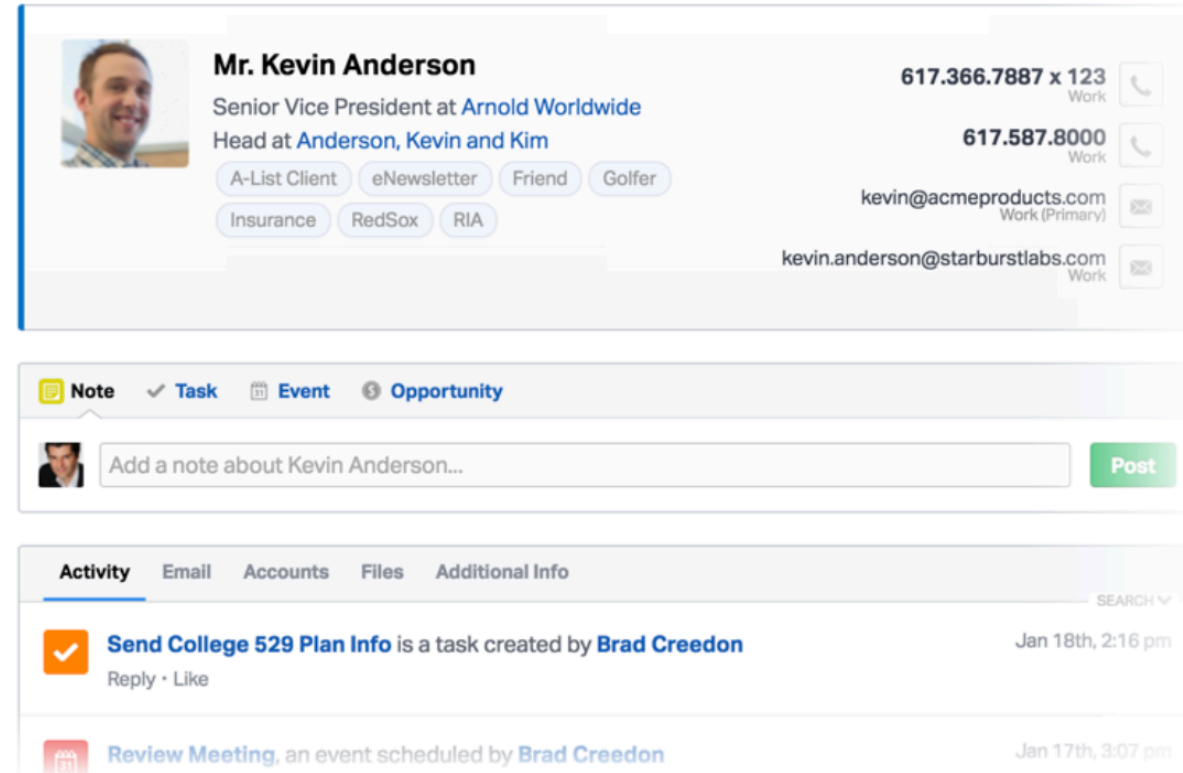


- Best in class CRM
- The backbone of your tech stack
- Robust mobile application
- Serves as the operating system of your business
- Robust integrations
- Systematizes client communications
- Systematizes operations

CONTACT RECORD PAGE





See the full picture of your clients.

Stop squinting in a sea of data. With an easy-to-view layout and a quick note-taking interface, you can keep track of all phone calls, emails, files, and financial information.




The screenshot displays a contact record for Mr. Kevin Anderson. It includes a profile picture, name, title, and various contact details. Below the contact information is a note-taking interface and an activity feed.

Mr. Kevin Anderson
Senior Vice President at [Arnold Worldwide](#)
Head at [Anderson, Kevin and Kim](#)



617.366.7887 x 123 Work 
617.587.8000 Work 
kevin@acmeproducts.com Work (Primary) 
kevin.anderson@starburstlabs.com Work 

A-List Client eNewsletter Friend Golfer
Insurance RedSox RIA

Note Task Event Opportunity

Add a note about Kevin Anderson... 

Activity Email Accounts Files Additional Info SEARCH

-  **Send College 529 Plan Info** is a task created by [Brad Creedon](#) Jan 18th, 2:16 pm
Reply · Like
-  **Review Meeting**, an event scheduled by [Brad Creedon](#) Jan 17th, 3:07 pm

CLICK-TO-CALL

Get a client on the phone in one click.

Save time and be productive. Just click on a contact's phone number in Wealthbox and our system calls out to you and your contact for an instant telephone call.

617.366.7887 x 123
Work

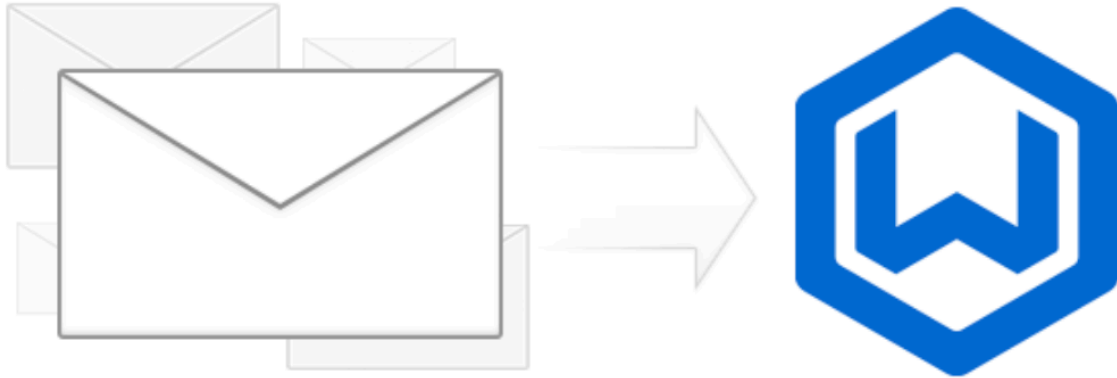


Call via Phone

Your number:

646-741-4795

Place Call



EMAIL DROPBOX

Store all emails between you and your clients.

You can send, forward, and Bcc all emails to your private Wealthbox email dropbox address and they'll connect to the right contact record page of specific contacts in your account.

CUSTOM FIELDS

Create customized data fields to capture whatever you want.

In Wealthbox you can set up special fields, text dates, and checkboxes based on your business requirements. Drag-and-drop the order of your custom fields inputs with ease.

| Contact Fields | |
|--|---|
| ☰ Accredited Investor Edit | Check box Delete Field |
| ☰ Client ID Edit | Text field Delete Field |
| ☰ Member Since Edit | Date Delete Field |
| ☰ Zodiac Sign Edit | Text field Delete Field |

A-List Client

eNewsletter

Friend

Golfer

Insurance

RedSox

RIA

TAGGING

Easily group your prospects and clients.

Tag and group your contacts with ease in Wealthbox. Combined with advanced filtering features, tagging allows you to find and communicate with your prospects and clients more effectively.

TASK INBOX

Stay organized and keep your practice in order.

Create tasks and link them to contacts or financial advisory opportunities. Assign tasks to coworkers and track progress.

OVERDUE

- ★ **New Business** Schedule lunch to go over options related to **Financial Plan**
- ★ **Scheduling** Schedule Review related to **Kevin Anderson** 🔄 Every 3 months on the 3rd Thu

TODAY

- ★ **Phone** Phone Call about Retirement Plan related to **John Hanley**
- ★ **New Business** Finish 401k Proposal related to **Beverly Davis**
- ★ **Email** Send College 529 Plan Info related to **Julia Perkins**

THIS WEEK

- ★ Follow up

NEXT WEEK



Seminar Preparation

Organization of tasks and notes for the April Seminar we are going to hold.



Client Appreciation Event

Retirement seminar for hot prospects. Lets organize all of our tasks and notes.



Website Redesign

Ideas for new website and tools we can use to increase our social media presence.



Company Golf Outing

To-do's on our annual event.

PROJECT MANAGEMENT

Planning something? Collaborate and track your project with ease.

Keep everyone in sync on project initiatives within your firm with the simple, lightweight project management feature within Wealthbox.

WORKFLOWS





Grow your business through efficiency.

When a certain event occurs, like meeting a new referral, you can set up an automated workflow associated with this new contact to ensure you and your group are following up with the right actions. Checklist or sequential options. Easy.



Workflows

Active Complete Manage Templates Start Workflow

New Client Onboarding

| | | | | | |
|--|---------------------------------------|------------------|-------------------------------|---|----------------------|
|  Related to Steve Burke | Next step Create new account | Due Today | Assigned to Maria Keston | <div style="width: 33%;"></div> 1/3 Steps Completed | View |
|  Related to Julia Perkins | Next step Send welcome note | Due Tomorrow | Assigned to Nicole Sampson | <div style="width: 70%;"></div> 7/10 Steps Completed | View |
|  Related to William Jones | Completed Sep 24, 2014 at 11:26 AM | | | <div style="width: 100%; background-color: green;"></div> ✓ 15/15 Steps Completed | View |
|  Related to Kevin Anderson | Next step Get financial reports | Due Yesterday | Assigned to Bill Jones | <div style="width: 87%;"></div> 13/15 Steps Completed | View |

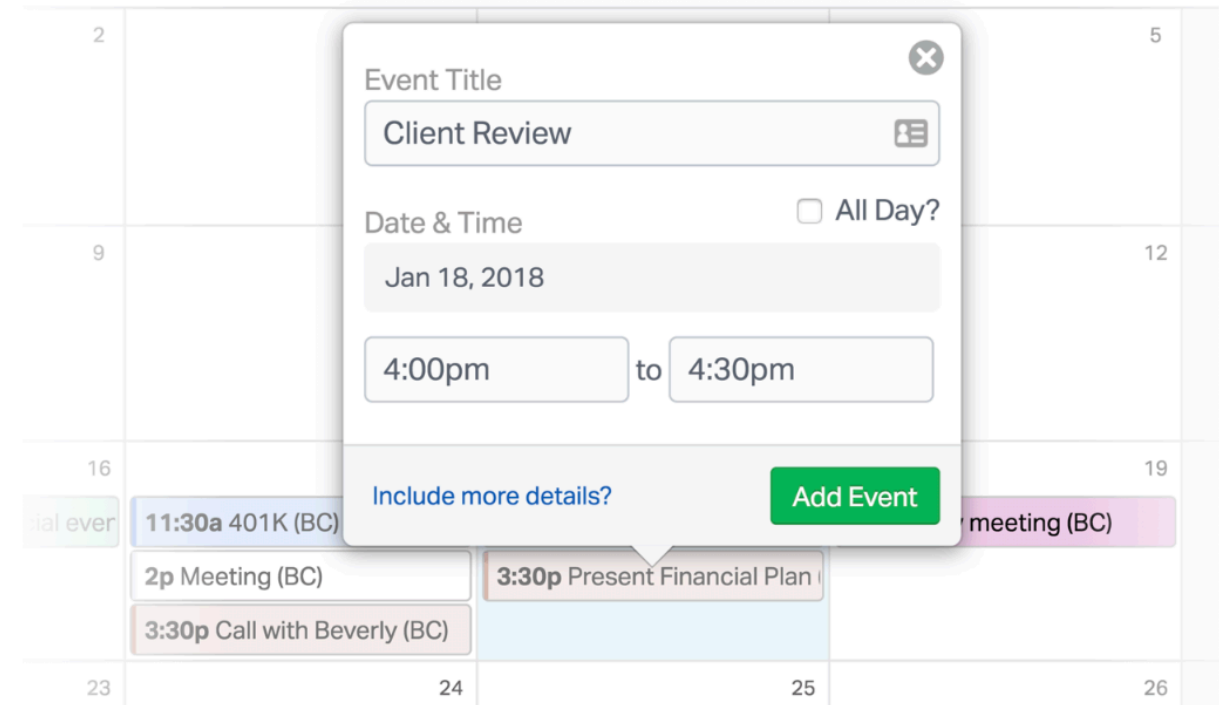
Portfolio Review

| | | | | | |
|---|--------------------------------------|------------------|-------------------------------|---|----------------------|
|  Related to Kim Hasana | Next step Client meeting | Due Tomorrow | Assigned to Nicole Sampson | <div style="width: 88%;"></div> 7/8 Steps Completed | View |
|  Related to Beverly Davis | Next step Create portfolio report | Due Yesterday | Assigned to Maria Keston | <div style="width: 50%;"></div> 4/8 Steps Completed | View |

INDIVIDUAL AND GROUP CALENDARING

One place to manage different schedules.

You get to create different calendars and use customized colors in one view with simple permissioning in the Wealthbox calendar.



The screenshot displays a calendar grid with a modal form for adding an event. The modal form includes the following fields and options:

- Event Title:** Client Review
- Date & Time:** Jan 18, 2018
- Time Range:** 4:00pm to 4:30pm
- Options:** All Day?
- Buttons:** Include more details? (link), Add Event (button)

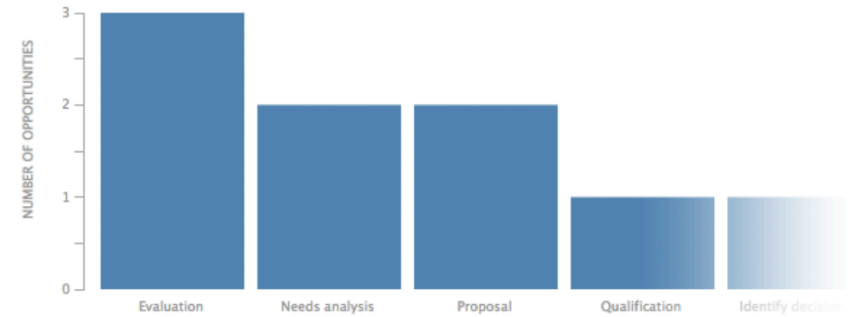
The background calendar shows several events on January 24th and 25th, including:

- 11:30a 401K (BC)
- 2p Meeting (BC)
- 3:30p Call with Beverly (BC)
- 3:30p Present Financial Plan
- meeting (BC)

GRAPHICAL VIEWS

Visualize your book of business.

View your opportunities by users, stages, and closing dates to see where you stand.



PIPELINE MANAGEMENT

Know where you stand on opportunities with each client and prospect.

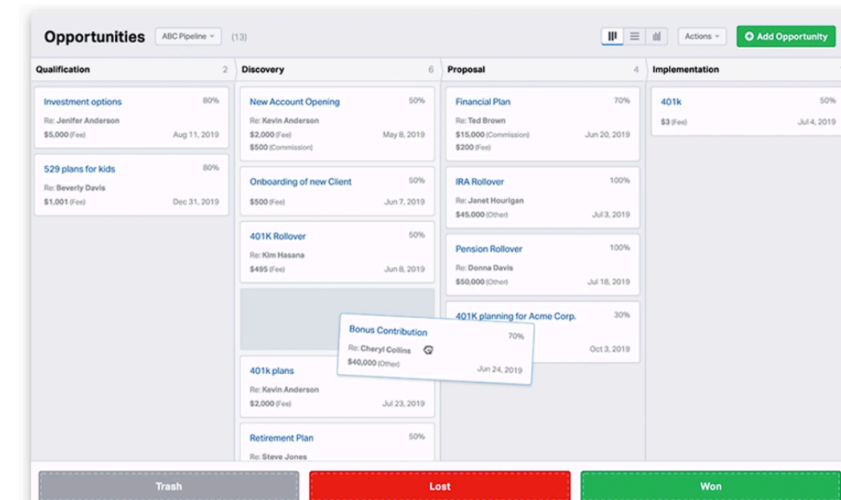
Enter notes, status updates, and customized stages about opportunities you have to grow your book of business.

| Name | Amount | Stage | Target Close | Probability | Assigned |
|---|---------------|----------------|--------------|-------------|--------------|
| Financial Plan Re: David Favicchio | \$795 (Fee) | Qualification | Jan 24, 2018 | 50% | Bill Kelley |
| 529 Plan Re: Julia Perkins | \$795 (Fee) | Needs Analysis | Feb 7, 2018 | 70% | Brad Creedon |
| Transfer Re: Beverly Davis | \$1,445 (Fee) | Qualification | Feb 7, 2018 | 80% | Bill Kelley |
| Trade Re: Steve Burke | \$1,445 (Fee) | Proposal | Feb 9, 2018 | 40% | Brad Creedon |
| Kevin's Retirement Plan Re: Kevin Anderson | \$1,995 (Fee) | Presentation | Feb 22, 2018 | 60% | June Kimura |
| Annuity Re: John Hanley | \$1,995 (Fee) | Proposal | Jan 22, 2018 | 70% | Brooke Davis |
| 401K Rollover Re: Beverly Davis | \$1,995 (Fee) | Proposal | Jan 23, 2018 | 50% | Bill Kelley |
| SEP IRA's Re: William Jones | \$1,445 (Fee) | Needs Analysis | Jan 31, 2018 | 50% | Brad Cree |

KANBAN BOARD

Slide right to win!

Easily track and manage your customized opportunities with a kanban board interface.



REPORTS ENGINE

Advanced CRM Reporting

Wealthbox is built with a powerful yet simple to use “reports engine” that allows advisors to dynamically generate and save customized CRM reports for better analytical insight into their practice.

Users can create templates – with multiple and various “criteria patterns” – and run their own customized reports on-demand to dig deeper in the underlying data for analysis. Easy exporting to Excel/CSV and made available to print, too.

Create a report template

REPORT DETAILS

Report Object:

Report Name:

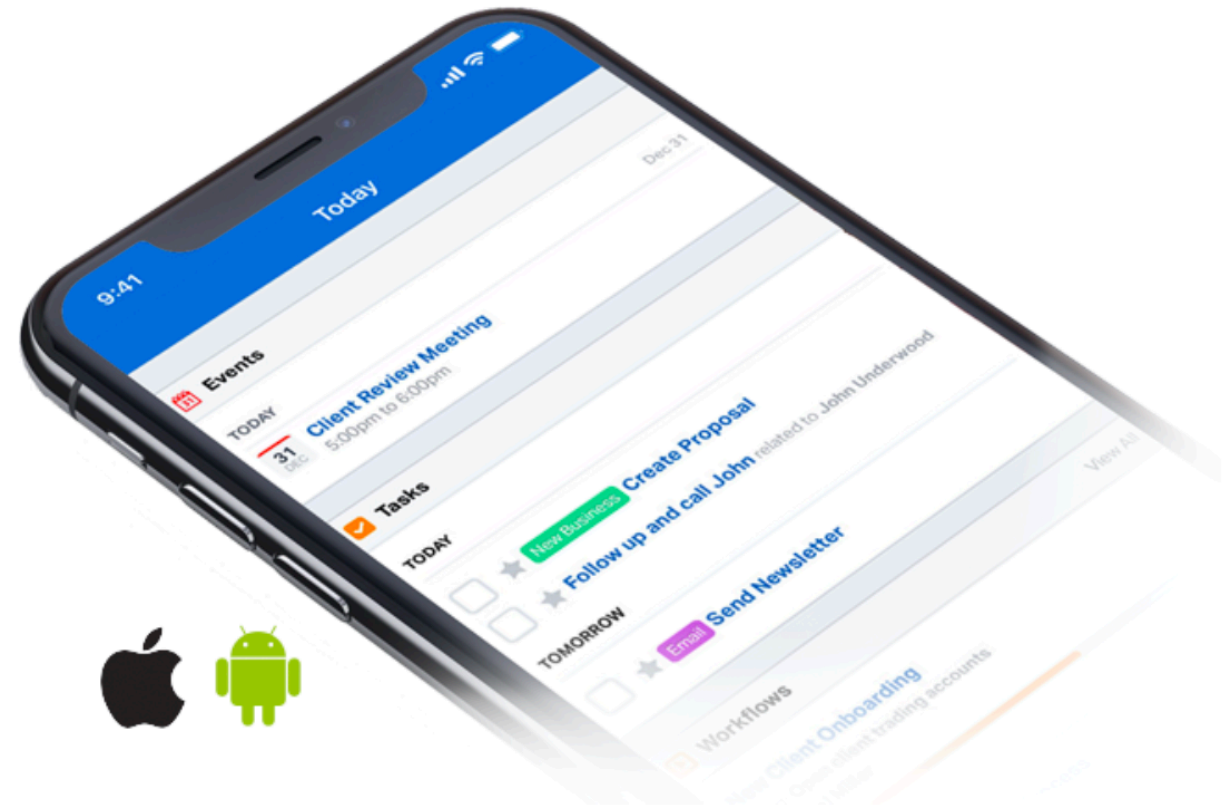
REPORT FILTERS

| | Field | Operator | Value | |
|---|---|---|--|---|
| 1 | <input type="text" value="Last Activity Date"/> | <input type="text" value="less than"/> | <input type="text" value="60"/> <input type="text" value="Days"/> <input type="text" value="Ago"/> | <input type="button" value="+"/> |
| 2 | <input type="text" value="And"/> | <input type="text" value="Gender"/> | <input type="text" value="is"/> <input type="text" value="Female"/> | <input type="button" value="-"/> <input type="button" value="+"/> |
| 3 | <input type="text" value="And"/> | <input type="text" value="Age"/> | <input type="text" value="less than"/> <input type="text" value="40"/> | <input type="button" value="-"/> <input type="button" value="+"/> |
| 4 | <input type="text" value="And"/> | <input type="text" value="Investment Objective"/> | <input type="text" value="includes"/> <input type="text" value="Growth"/> | <input type="button" value="-"/> <input type="button" value="+"/> |
| 5 | <input type="text" value="And"/> | <input type="text" value="Assets"/> | <input type="text" value="greater than or equal to"/> <input type="text" value="50,000"/> | <input type="button" value="-"/> <input type="button" value="+"/> |
| 6 | <input type="text" value="And"/> | <input type="text" value="State"/> | <input type="text" value="is"/> <input type="text" value="CA"/> | <input type="button" value="-"/> <input type="button" value="+"/> |
| 7 | <input type="text" value="Or"/> | <input type="text" value="State"/> | <input type="text" value="is"/> <input type="text" value="NV"/> | <input type="button" value="-"/> <input type="button" value="+"/> |

COMPANION MOBILE APP

Full-featured CRM for the on-the-go financial advisor.

Lookup contacts, enter notes, schedule meetings, and see what's happening at the office in the activity stream. The Wealthbox mobile app is fully synced with your web-based Wealthbox account.



Wealthbox Security



256-BIT ENCRYPTION OVER SSL

Bank-level encryption to safeguard your data.

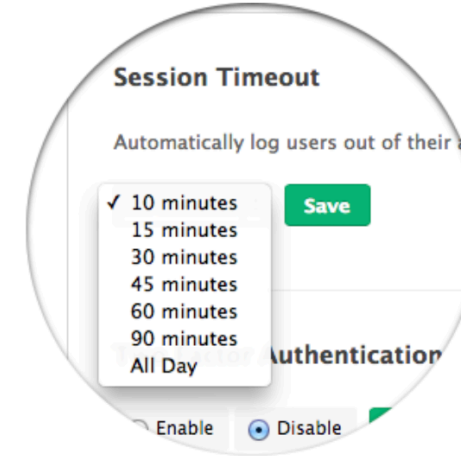
Our application traffic runs entirely over 256-bit encrypted SSL (https). Passwords are hashed before storing using bcrypt with a cost factor of 10 and application credentials are kept separate from the database and our code base.



TWO-FACTOR AUTHENTICATION

Extra security for your Wealthbox account.

In addition to your username and password, you can enter a code from your mobile phone, adding an extra layer of security for your account.

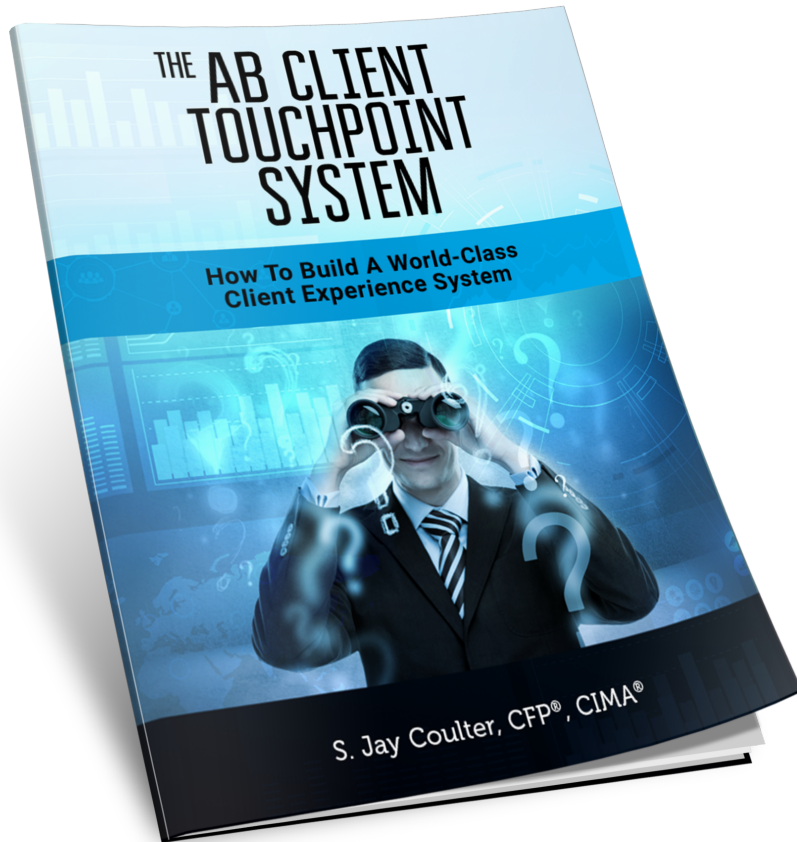


SESSION TIME-OUT

More protection to keep out snoopers.

Set the session timeout to your preference which will automatically logout a user when there's no activity.

The AB Client Touchpoint System™



A Four Step Process To A Robust Client Experience

1. We build a quantitative analysis of your book.
2. Households are segmented into A, B, Z's.
3. The advisor makes the subjective changes to the segmentation.
4. We build the touchpoints into your Wealthbox.

With the **AB Touchpoint System™** & **Wealthbox**, your client interactions are mapped out and set-up in your Wealthbox account.

This systematized approach to your client experience results in you having more free time to grow your business!

The screenshot displays the 'Asset Management' interface. At the top, there is a search bar and a user profile for 'Jay Coulter'. Below the header, a filter bar shows 'Showing Active for workflow' and 'assigned to Tye Pipkin'. The main content area is titled 'All Workflows' and contains a table with the following columns: 'RELATED TO', 'NEXT STEP', 'DUE', 'ASSIGNED TO', and 'STEPS'. Each row represents a workflow for a specific client, with progress bars and 'Actions' and 'View' buttons. A pagination bar at the bottom shows page numbers from 1 to 12.

| RELATED TO | NEXT STEP | DUE | ASSIGNED TO | STEPS |
|---|----------------|-------------|-------------|-------|
| Felix I B Client (AB Touchpoint System) | Social Touch | Yesterday | n | 1/13 |
| Casey Z Client (AB Touchpoint System) | Business Touch | Yesterday | n | 0/9 |
| JOHN A Client (AB Touchpoint System) | Social Touch | Thu, Nov 21 | n | 2/13 |
| Cheryl A Client (AB Touchpoint System) | Social Touch | Thu, Nov 21 | n | 1/13 |
| Anne A Client (AB Touchpoint System) | Social Touch | Thu, Nov 21 | n | 1/13 |
| Peggy A Client (AB Touchpoint System) | Social Touch | Thu, Nov 21 | n | 1/13 |
| Arthur A Client (AB Touchpoint System) | Social Touch | Thu, Nov 28 | n | 1/13 |
| SETH A Client (AB Touchpoint System) | Business Touch | Wed, Dec 4 | n | 3/13 |
| FRED A Client (AB Touchpoint System) | Business Touch | Wed, Dec 4 | n | 3/13 |
| MICHAEL A Client (AB Touchpoint System) | Business Touch | Wed, Dec 4 | n | 3/13 |

Pricing

Company Wealthbox Set-up: \$1,000*

Advisor Wealthbox Set-up: \$1000 per advisor, \$250 per assistant

The AB Touchpoint System Integration: \$1000 per advisor (optional)



Jay Coulter, CFP[®], CIMA[®] builds every Wealthbox and AB Touchpoint System™ for his clients. Nothing is outsourced. Jay is an investment strategist and business consultant to financial advisory teams and firms. Jay is also the host of [The Resilient Advisor Podcast](#) and the author of [The Resilient Advisory Business](#), [The Resilient Advisor](#) and [Conquer Worry](#).

*Does not include Wealthbox technology charges