ASSETMARK

ADVISOR BENEFITS

DESIGNED TO PROVIDE ADVISORS MORE **TIME** TO FOCUS ON CLIENT SUCCESS

Advisor Benefits Program

Dedicated to Helping You and Your Clients Build a Better Future

Through our Advisor Benefits Program, you'll learn proven strategies for building and managing your business – and take advantage of cost-saving services and allowances that can make a difference for your bottom line. With our commitment to dedicated support and fostering a thriving advisor community, we're here to help you unleash your clients' potential and achieve the best possible results.

As a *Premier Advisor*, you'll enjoy a number of benefits as your net contributions[1] grow and you move up through the program—from *Premier to Gold to Platinum.*

	PREMIER $5M+	GOLD $25M+	PLATINUM $75M+
PLATFORM BENEFITS *Streamline operations with dedicated service teams and hands-on events/workshops*			
Service & Operations Support			
Premier Relationship Manager[2]	▲		
Invitation to Premier Service Series Quarterly Webinars	▲	▲	▲
Gold Relationship Manager		▲	
Platinum Relationship Manager			▲
Events & Workshops			
Mastery Workshops	▲	▲	▲
Premier Advisor Meetings	▲	▲	▲
Annual Gold Forum		▲	▲
Field Advisory Board Consideration		▲	▲
Platinum Summit			▲
Investments			
No Cost Liquidations on Transfers-In-Kind at AssetMark Trust	▲	▲	▲
Leveraged CIO Resources			▲
BUSINESS CONSULTING BENEFITS *Gain insights, guidance, resources and support on strategies for growth*			
Impactful Webinars, Workshops & Self-Paced Modules	▲	▲	▲
Business Consulting Support & Guidance	▲	▲	▲
Comprehensive Private Business Consulting			▲
STRATEGIC RELATIONSHIP BENEFITS *Identify, implement and integrate new technologies using AssetMark discounts*			
Preferred Pricing on Key Tools & Resources	▲	▲	▲
BUSINESS DEVELOPMENT ALLOWANCE (BDA)[3] *Offset eligible marketing and consulting expenses to assist with business growth*			
One-Time BDA	▲		
Scaled BDA		▲	▲

Platform Benefits: Focused on Helping You Serve Your Clients

Advisors rank our service and operations support as the top reason they recommend us.[4] Our dedicated Relationship Managers go to great lengths to deliver exceptional service so you can focus on helping your clients achieve their goals. They act as an extension of your staff to support you and your business – and as your practice grows, you'll benefit from an enhanced service experience tailored to suit your business needs.

Gold & Platinum advisors receive consideration for our ***Field Advisory Board*** whose members meet directly with our executive team. Input is used to shape new initiatives and help AssetMark stay informed about the opinions and needs of our advisor community.

Exclusive Events to Connect the Premier Advisor Community and Set a Course for Your Success

Premier Advisor Meetings

Network with your peers and AssetMark's senior leaders at regional meetings held exclusively for advisors. You'll hear current market perspectives as well as gain insight to help you grow and differentiate your practice.

Gold Forum

AssetMark's one-of-a-kind industry event brings together our Gold and Platinum advisors. This multi-day experience includes dynamic keynote speakers, interactive break-out sessions and opportunities to network with AssetMark executives.

Platinum Summit

At this exclusive summit for our highest echelon of advisors, you'll have unique access to AssetMark executives and financial industry leaders. You'll also have an opportunity to network with and learn best practices from your peers.

Enhancing Your Growth with AssetMark Business Consulting

We'll work with you to improve all areas of your practice. Through events, workshops and consulting engagements, you'll gain valuable insights into developing your client base, staffing, technology, efficient operations and succession planning. And you can learn best practices on your own schedule by taking advantage of our online tools and training materials. For in-depth attention to special needs or projects, our Business Consultants will work with you to tailor a program that meets the unique needs of your business through private, strategic consulting services.

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Strengthen Your Practice with Innovative Technology

We'll help you scale your business with technology that facilitates new account openings, investment changes, proposals, client reporting and more. Through eWealthManager®, our online portal, you can easily manage and service your clients' accounts, while quarterly performance reviews and on-demand reports help you quickly respond to client needs. Plus, you can visually demonstrate portfolio analytics and performance to clients and prospects with PortfolioEngine®—and build your brand with customizable content from our marketing portal. Add preferred pricing from 3rd-party technology resources and your practice can become even more efficient, productive and profitable.

Sharing the Cost of Marketing

The Business Development Allowance (BDA)[3] is a reimbursement program available to financial advisors who utilize the AssetMark platform. It is designed to help advisors grow their practice by offsetting the cost of qualified marketing and business consulting expenses.

For more information on our Advisor Benefits Program please contact your AssetMark Consultant or call us at 844-540-0972

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Important Information

(1) Advisor Benefits Program status is based on net contributions, which is the dollar amount of new business brought to the platform, less withdrawals and terminations. Additional restrictions apply. Participation in the program may be subject to broker-dealer approval.

(2) Must also add at least $1 million to the platform annually to maintain Premier-level service.

(3) Unlike Advisor Benefits Program status, the Business Development Allowance (BDA) is based on eligible Assets Under Management (AUM) and does not include the value of institutional accounts which are subject to a negotiated Platform Fee, or the value of administration accounts or other accounts that have been subject to individual negotiation. One-time BDA is offered when advisor reaches $5M or $10M in eligible AUM. Actual amount of one-time BDA will vary depending upon timing of first account funding. Ask your Regional Consultant for more details. Scaled BDA is based on the market value of invested assets and accrues on a quarterly basis. Accruals for the upcoming quarter are made based on the value of assets on the last day of the preceding quarter. BDA will accrue no more than 8 times the quarterly earnings rate if qualified expenses are not submitted against accruals. Evaluated quarterly.

(4) Advisor Experience Assessment Survey Q2 2018.

AssetMark, Inc. is an investment adviser registered with the Securities and Exchange Commission.

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