

External Acquisition Strategy Guide

Advisor Name: _____ Date: _____

To enhance your inorganic growth, the External Acquisition Strategy Guide leads the advisory owners through developing a strategy to purchase non-LPL advisor, non-Prudential advisor books of business and the tactical steps to successfully execute it.

Recommended Pre-Work

Explore the M&A Navigator to be a more educated and informed buyer

External Asset Acquisition Strategy

Action	Details
Define External Acquisition Success	<p>Decide what you want to accomplish over what time period and how much</p> <ul style="list-style-type: none"> • Define the timeline • Determine capital investment • Identify # deals, \$AUM desired, # of advisors, # clients
Identify Stakeholders	<p>Connect with your firm leadership to identify the right resource within the firm to identify or target region/city for acquisitions</p> <ul style="list-style-type: none"> • Identify the LPL Recruiter for identified or targeted region/city for acquisitions • Engage with local leadership to facilitate the recruiting to Prudential process • Identify the advisor(s) who will service the book
Define Target Acquisition	<p>Refine your target profile</p> <ul style="list-style-type: none"> • Geography - tighten your search area to the metropolitan statistical area close to your main office or an existing office with advisor capacity • Advisor Channel - determine which advisor channels and custodians you are most comfortable with and familiar with. Examples: other IBDs, wirehouses, regional BDs, insurance, bank, RIAs
Develop Financing Options	<p>Establish a financing relationship with a 3rd party financer</p> <ul style="list-style-type: none"> • Consider obtaining a pre-qualification with the lender • Gain insights to how transition assistance work and how you can use them in negotiations

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Source the Leads	<p>Define the advisor profile</p> <ul style="list-style-type: none">Identify existing relationships, consider your prior firmsConsider associations stakeholders belong to: FPA, CFA, CFP, Chamber of Commerce, etc.Explore 3rd Party services: SRG, FP Transitions, Succession Link, RIA Match, etc.Access advisor list service: i.e. Discovery Database, RIA Database, etc.
Execute the Outreach	<p>Determine outreach strategy</p> <ul style="list-style-type: none">External: Research external recruitersDefine outreach goals: e.g. 50 calls perDevelop the talking pointsCreate collateral to send post-callsDetermine the next steps once a cold call is a warm leadCreate a pipeline tracker
Monitor Your Success	Meet on a regular cadence with stakeholders to track strategy execution and success

Location of Source Documents

Include links to your source documents in your firm's shared document platform, i.e. OneDrive.

Need assistance?

Contact us at MA.Solutions@lplfinancial.com.
Our team of industry experts is ready to help you.