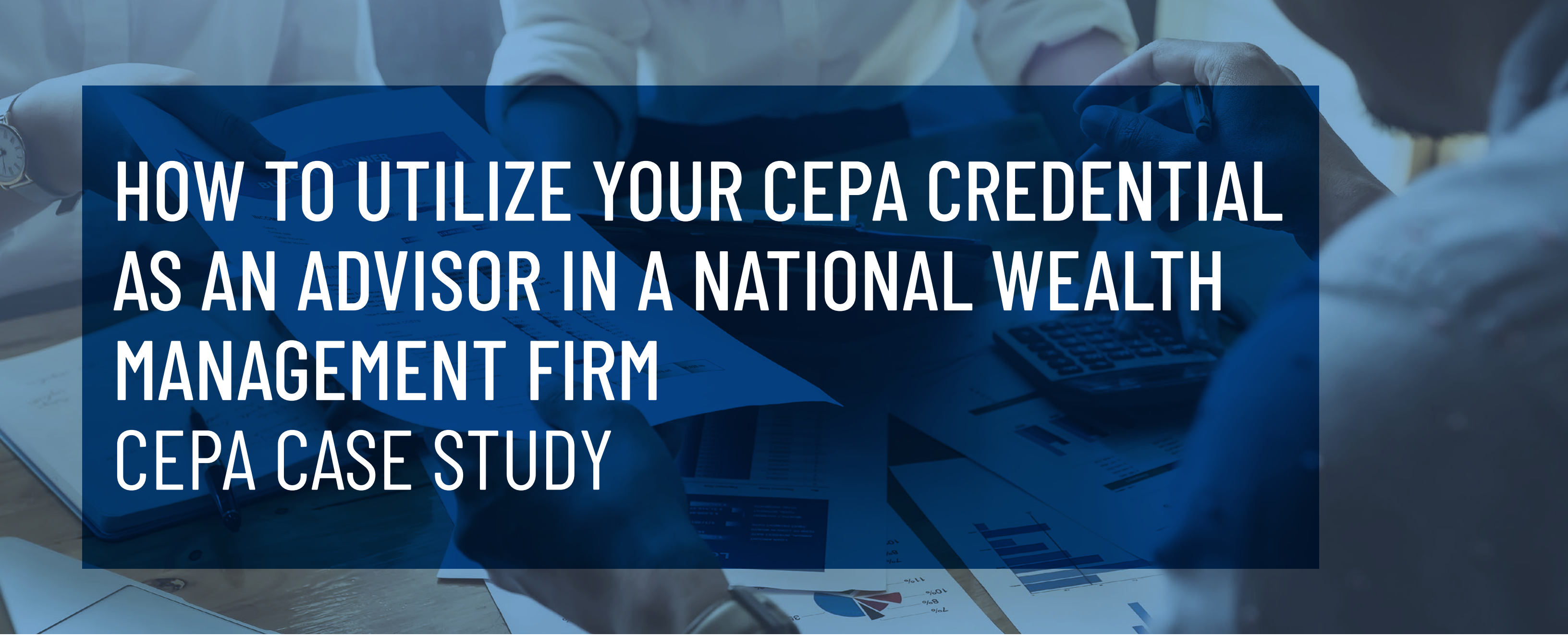

HOW TO UTILIZE YOUR CEPA CREDENTIAL AS AN ADVISOR IN A NATIONAL WEALTH MANAGEMENT FIRM
CEPA CASE STUDY

The Exit Planning Institute community is comprised of a large variety of professional advisors from across the globe. There are over 3,500 Certified Exit Planning Advisors in the marketplace currently helping business owners build value in their companies prior to exiting.

TITLE

Family Wealth Director,
Private Wealth Advisor

COMPANY

National Wealth Management Firm

CEPA SINCE

2019

What is a CEPA™?

The Certified Exit Planning Advisor (CEPA) credential is for professional advisors who want to effectively engage more business owners, build value within their business, and exit on their own terms. Through Exit Planning, utilizing the Value Acceleration Methodology, owners can build more valuable companies, have stronger personal financial plans, and align their personal goals. Earning the CEPA credential expands your expertise and enhances your ability to engage business owners and conduct value-added conversations around growth and exit.

Learn how a CEPA with a national wealth management firm is utilizing his exit planning expertise in his practice and how the CEPA credential has helped to expand his practice through thought leadership in the exit planning space.

Meet the CEPA

As a Private Wealth Advisor, this advisor brings an entrepreneurial mindset and fresh perspective to the multigenerational wealth planning needs of his team's clients. Drawn to his own family's business early in life, he was inspired by the quality of people his family served and the relationships they developed. He remembers early in life a client asking, "give me seven", or to shake his hand and look him in the eyes. He still reminds himself to give his clients seven.

This advisor's areas of concentration include investment management and family governance, using storytelling and straightforward advice to tailor how he communicates with his clients. Among the most important challenges in any family, especially concerning the shape, direction, and meaning of your wealth, is the extent to which you manage your human capital, not just your financial capital. For this reason, he helps craft family mission statements and investment policy statements so that your values, purpose, and intention for your wealth can be reflected in your legacy. After all, a legacy is lived, not left.

Throughout his life, this advisor has developed an ability to work in multidisciplinary teams alongside lawyers, accountants, sports agents, brand strategists, and entertainment managers, as he understands the importance of engaging with clients in "their world". He hosts many educational and recreational events to bring relevant insights and memorable moments to his clients and uses financial education to build trust and confidence with his clients.

What Inspired This Advisor to Earn His CEPA Credential?

He has been working with business owners for over five years and his team at his national private wealth management firm has worked with owners for over 22 years. His work with owners has led him to advance his expertise in exit planning, family business, and value growth. The advisor shares, "While no business owner is the same, all business owners have one intrinsic characteristic which is so attractive to work with, a desire to take care of others. Business owners employ family members, friends, colleagues, and blue-collar workers. They are in charge of taking care of customers, products, and their teammates. They want to take care of their family, and they are so conscious and aware of their effect on others."

When searching for ways to improve his practice, he wanted to differentiate himself as an advisor. He states, "I wanted to bring value to these clients that other venture capitalists or vendors were not bringing to these founders and business owners. I wanted to be different."

This advisor was also interested in working on collaborative exit planning advisory teams and helping clients in every phase of their business journey. He also wanted to provide his owner clients with the best possible advice when working through such a life-changing financial decision as selling their business.

"This is a must-have credential if you want to be taken seriously amongst partners and other advisors that work with your business owner clients. There is a language, process, and cadence to exit planning. Understanding these fact patterns is really important in demonstrating your ability to collaborate with other advisors. If I was a business owner client, I would want to know that all of my advisors march to the same drum."

Practice Improvements Since Earning The CEPA

Since earning his CEPA credential in 2019, this advisor has been able to expand his practice. He shares, “What the CEPA allows me to do is talk about the next few steps ahead, what is lying around the corner, what considerations they need to make months and sometimes years in advance. My CEPA network and the CEPA curriculum allow me to help guide these colleagues and friends through pre-liquidity planning and help them transcend their businesses to eventually sell or continue operating.”

Since Becoming a CEPA, The Advisor’s Practice Gained:

Estimated revenue increase of 55%	**$200 Million in new Assets under Management**
5 New Clients with Significantly sized Households	**10 New Executive C-Suite Clients**

While the size of the practice and assets under management have expanded, he has narrowed his client focus. He still assists clients who are growing in their own careers, his main focus is on the business owner clientele.

The advisor says, “As we began working with more owners, we began running more valuations, making more boutique bank introductions, and planning more events around founders and their journey from garage to exit. We love working with business owners because of their character, passion, and sweat equity are all represented in everything they do, including their business. It is deeply motivating to work side by side when your client is committed like that.”

Becoming the Most Valued Advisor

He shares that although his clients had heard of exit planning and had sought those services previously, prior to earning his CEPA credential, he would provide his clients with a referral to another advisor for those services. After completing the CEPA program and earning the credential, the advisor felt more prepared to manage owners in their exit planning and value growth strategy.

He elaborates, “What I can say is that after becoming a CEPA, I felt much more prepared to address these opportunities for them, and found that our team was far more proactive in making introductions and developing relationships whereas beforehand, our clients were coming to us after speaking with our competitors. Now, they are coming to us, and we are leading the conversation around planning.”

How to Utilize Your CEPA Effectively

After earning their CEPA credential, many advisors ask the following questions:

- How do I monetize this?
- What is the best market for me?
- How do I implement this knowledge into my practice?
- How do I share my new credential with my network?

These answers can vary depending on individual practice regulations and advisor type. Some advisors are unable to charge explicitly for “exit planning” services, but the holistic education provided in their CEPA program can be utilized to offer more comprehensive financial advice.

In the advisor’s practice, he does not charge for exit planning services but offers them as a complimentary service provided to his high net-worth clients. He continues, “We are focused on servicing clients with assets of $25M or greater, which requires in-depth advanced planning around trusts and estates as well as philanthropic and charitable goals. We have access to family governance and family education resources at my national firm and use the CEPA as part of our pre-liquidity planning around cash management, intergenerational wealth, gifting, charity, art advisory, and many other parts of the owner’s life.”

Working on an Owner’s Team

As a member of a large group of experts, a CEPA acts as a leader for the business owner’s team, ensuring their goals and objectives are met. The advisor expands on this idea saying, “Many like to use the term quarterback, which is a position we like to be in, although, I find that many times we play whatever role the business owner wants us to play. Our team’s job as teammates of the business owner and their advisors is to help the owner step back from their busy day-to-day and determine what it is they want to do in their next act.”

How to Marketing Yourself as a CEPA

When an advisor earns their CEPA credential they are provided with an advanced marketing toolkit to promote their credential and new expertise to their network of advisors, business owners, and thought leaders. Through a personalized press release, CEPAs can announce their education to their local media outlets, highlight their knowledge, and garner more attention to their practice.

The advisor utilizes content created and distributed by Exit Planning Institute to educate his prospective clients before beginning engagements. He includes deep-dive whitepapers, highly visual infographics, and owner case studies in his weekly email campaigns as well as on his LinkedIn. He explains that the most valuable content to owners includes statistics of failed exits. He shares, "I also tend to use the facts about succession planning and exit planning and whether or not these plans are documented. These are very shocking and provide a good catalyst for the business owner to begin their planning."

Are You Interested in Becoming a CEPA?

This advisor encourages advisors to earn the CEPA credential for the wealth of knowledge they will gain and for the elite community of advisors, they will have access to. He says, "You have no idea the opportunities that will present themselves by becoming part of this elite community, and the longer you wait, the less time you have to refine your craft, your process, and your network."

The Certified Exit Planning Advisor credential is for those advisors who want to expand their expertise and differentiate themselves from the competition.

- Differentiate yourself from the competition
- Gain better access to business owners
- Become more engaged on a business owner's advisory team
- Have deeper and more holistic conversations with business owners
- Grow your referral network of professional advisors
- Access hundreds of marketing and business development tools tailored for owners

Learn more about the CEPA program and become your client's Most Valued Advisor today!

www.EarnCEPA.com

Exit Planning Institute