ANCHOR
ADVISORY SERVICES

A premier advisory firm dedicated to financial wholesaler scheduling and support.

With our services you will:

- Increase your book of business and revenue stream
- Find new producers in your area through our focus on prospecting your white space advisors
- Maximize zone coverage
- Exceed your personal and corporate goals

CHANGING THE APPROACH TO WHOLESALER SCHEDULING

- Led by Partners with extensive knowledge of Financial Sales and Distribution
  - Founding Partners bring their combined 33 years of sales and distribution experience at top Wall Street firms to AAS' team of client associates.
  - In 2014, Steve Rokoszewski and James Mulligan led a sales team that raised $8billion in the RIA and IBD space.
- Dedicated In-house Client Associates

  All Client Associates are trained, supervised and motivated by Partners who understand Wholesaling. AAS' office operates Monday through Friday, 9am to 5pm Eastern.
- All Client Associates are held to a minimum daily standard of excellence
  - Achieved through comprehensive training, supervision and encouragement by management
- AAS' fast paced, energetic culture is unmatched in the Scheduling Industry
  - Team building incentives and events
  - Top Performer Recognition
  - On-going training and education
- Advantageous Hiring Model
  - Face to Face Interview Process
  - Relationships established with local colleges and universities
  - Referral Program

TIME TESTED FORMULA FOR SUCCESS

100 – 120 Outbound Dials per Day per Associate

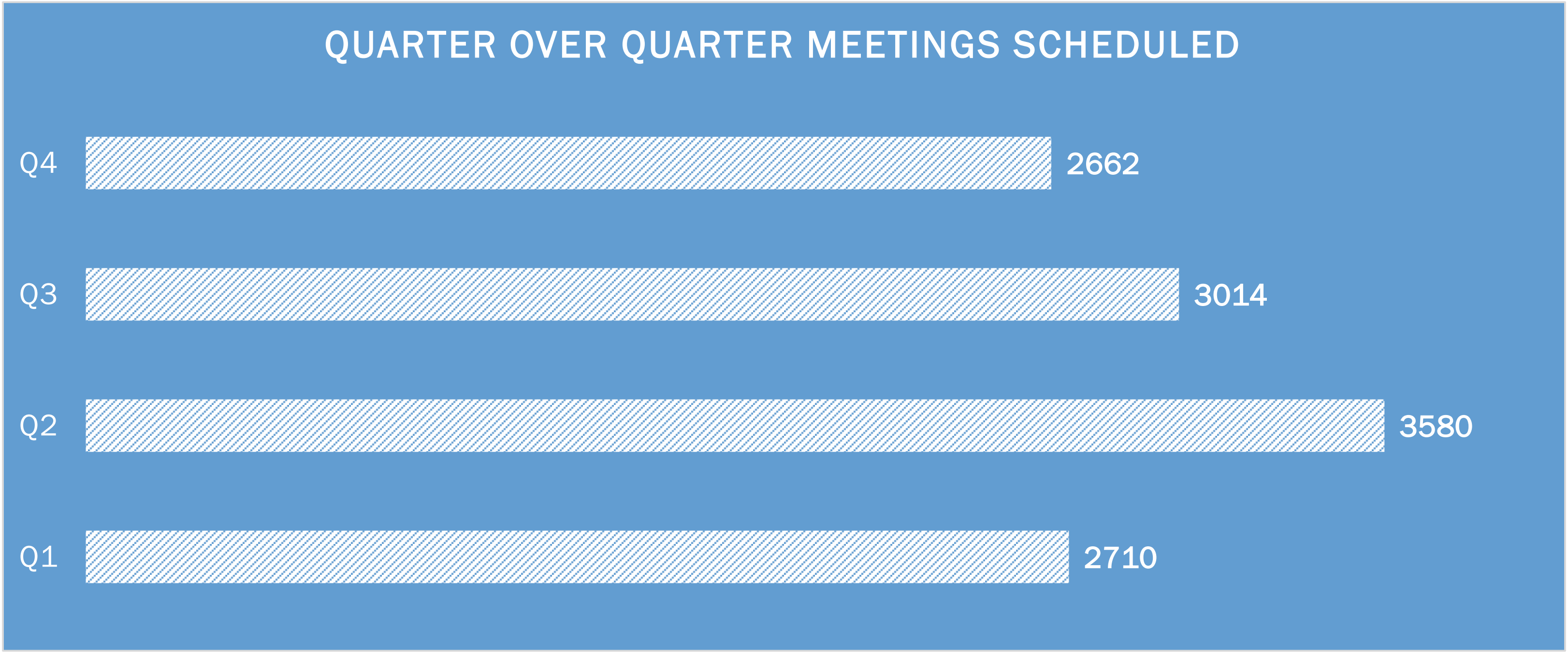
25 – 30 Contacts with Financial Advisors per Day per Associate

5 – 7 Meetings Scheduled per Day per Associate*

*   Results vary based on data provided by Client
** Results for RIA, Wirehouse, Family Office may vary

PROVEN AND PREDICTABLE RESULTS

2017 Activity Snapshot: 11,966 Meetings Set



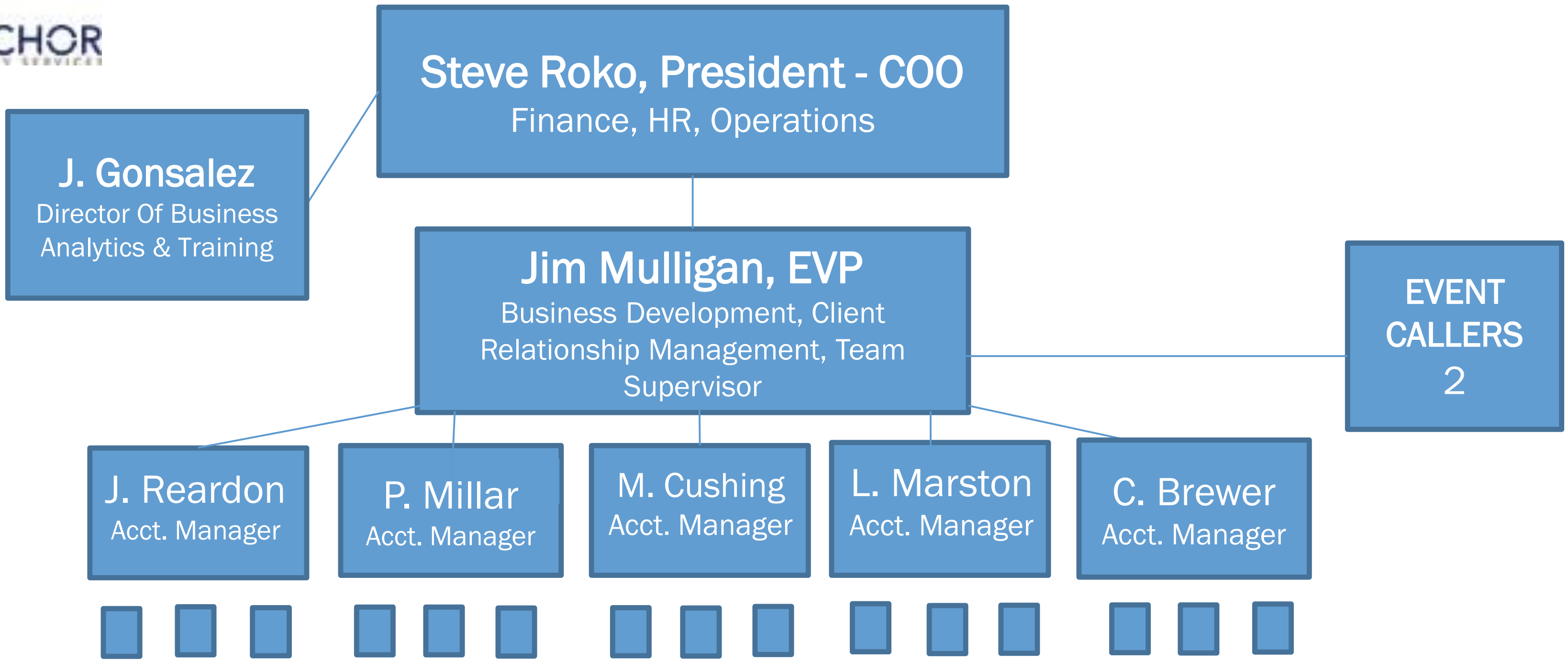
Inception to Date Meetings Set: 17,159

(3/1/16 through 12/31/17)

* Results vary based on data provided by Client

** Results for RIA, Wirehouse, Family Office may vary

ANCHOR ADVISORY SERVICES ORG. CHART



As of 1.1.2018 Anchor has 20 Scheduling Associates

ANCHOR PARTNERSHIP BIO'S

Steve Rokoszewski- Co-founder, President

Steve is co-founder and President of Anchor Advisory Services and is responsible for the firms overall strategy and operational initiatives including financial operations and Human Resources.

In the industry since 1998, Steve began his career as a financial advisor, spent time at Met Life Investors in their annuity distribution group, and participated in the start-up and build-out of KBS Capital Markets Group.

Most recently, Steve worked his way to Executive Vice President at Realty Capital Securities, which led the industry for over 5 consecutive years, topping $8 billion in investment product sales in 2014. Steve was responsible for building both the internal sales force as well as the business development group which were integral to raising capital.

Additionally, Steve oversaw the implementation of a proprietary CRM system which added valuable experience in business analytics.

Steve resides in the South Shore of Massachusetts with his wife and son.

ANCHOR PARTNERSHIP BIO'S

James Mulligan- Co-Founder, Executive Vice President

Jim Mulligan is co-founder and EVP at Anchor Advisory Services and responsible for team development and leadership of all client associates as well as business management of the companies strategic goals.

Jim has held multiple roles over his 15 years in the financial services industry at Realty Capital Securities, Boston Capital and Meridian Capital.

He has successfully built and grown industry leading Wall Street sales organizations in both the private equity and direct investment space. His experience starting out as in internal wholesaler early in his career then moving on to external wholesaling gives him the experience needed to understand the demands of both positions. Jim has a proven track record of building, hiring and training successful distribution channels.

During his tenure at RCS, Jim was responsible for acquiring over 40 new firm relationships in the broker dealer channel in 2015.

When Jim is not motivating sales associates he devotes his time to his wife and two children.

SCHEDULING ASSOCIATE SPOTLIGHT

John Reardon – Wholesaler Scheduling Associate

A graduate of Johnson & Wales University with a degree in Sports Entertainment with a concentration in sales and marketing.

A three sport athlete in high school, John still holds the single season reception record for the Plymouth North football team.

John is an integral component of the Anchor team with his steadfast character.

Client Associate Stats

- Start Date: 3/12/2016
- ITD Meetings Set: 1134
- Account Manager
- Member of Elite 1000 Club
- 2016 Player of Year Award

SCHEDULING ASSOCIATE SPOTLIGHT

John Reardon – Wholesaler Scheduler Testimonial

From: Dylan [redacted]
Sent: Wednesday, February 1, 2017 5:37 PM
To: Steve Roko; [redacted]
Subject: Email Introduction
Hello Steve,

I wanted to take a minute to introduce you to a great friend of mine that is considering hiring a scheduler. His name is Doug [redacted] (cc'ed) and he is a wholesaler with [redacted] and covers the Four Corners I believe.

I'm not sure where your firm is and the business model but you all are the best experience I've ever had with a scheduler.

Anyhow I wanted to send Doug your way since your firm and John Reardon have totally changed the game for me!

Best of luck to you both!

Dylan [redacted]
Regional Vice President
[redacted]
M [redacted]
E [redacted]

SCHEDULING ASSOCIATE SPOTLIGHT

John Reardon – Wholesaler Scheduler Testimonial

From: Dylan [redacted]
Sent: Monday, September 18, 2017 11:41 AM
To: Jim Mulligan
Cc: Steve Roko
Subject: Re: John Reardon-Out of Office
Jim,

If I didn't incorporate him so much into my practice it wouldn't even matter.

He honestly brings more value than my Internal at this point.

Kid's a rockstar like I told Steve.

Dylan [redacted]
Regional Vice President
[redacted]
M [redacted]
E [redacted]

WHOLESALER ON-BOARDING

1. LEAD LIST:
   - External Wholesaler provides Anchor Advisory Services (AAS) with excel file of territory
     - Format: REP NAME; BD; PHONE #; ADDRESS; EMAIL; ZONE/LOOP; NOTES COLUMN FOR AAS ASSOCIATE
     - Top 200 List / Rankings if External Wholesaler desires
     - 90 Day Loop Rotation on Calendar
     - If given access to CRM, everything happens within system
2. CALENDAR:
   - External Wholesaler sets Zones/Loop for 90 days out
   - AAS Associates call 3 weeks ahead (preferred model)
   - External Wholesaler provides desired meeting times: 8am; 10am; LUNCH; 2pm; 4pm; DINNER/DRINKS
   - External Wholesaler provides Lunch/Dinner meeting guidelines
   - Changes to calendar:
     - External/Internal moves/changes/deletes appointment - cc: calendar invite to AAS Associate
     - AAS Associate moves/changes/deletes appointment – cc: calendar invite to EW/IW

WHOLESALER ON-BOARDING

3. INFORMATION FLOW:

- When Appointment set:
  - Real time Outlook invites sent from AAS Associate's Outlook calendar with CC: to EW/IW's account calendar
  - Subject Line: Name of Rep; BD; Date and Time
  - Body of email: Location; Phone Number; Email; any necessary info
- Real time email sent to EW/IW on time sensitive conversations
  - Buying question follow up – Product questions
  - Marketing materials requested, further info requested, conference calls request, etc
- Weekly Dose of all calls made by COB Friday (eastern standard time)
  - Notes are typed into master excel file under the Notes Column and cc: to EW and IW
- Weekly Wrap-Up and Planning Call
  - Friday afternoon call with EW/IW to recap week, calendar planning and confirming for next week.

ON-BOARDING SCHEDULE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1				
Data Gathering: Loops/Zones, Rep Lists, Rep Rankings, Event Info	**Product Training:** Team,Theme,Track Record/Role Play Calls/Systems Training	**Account Manager Conf. Call with OW/IW Teams** Territory goals defined	**Team Intros and Associates Go Live**	**Account Manager shadows Associates** Territory goals defined
WEEK 2				
Account Manager shadows Associates	**Associates are Live**	**Account Manager Conf. Call with OW/IW for Initial Feedback**	**Associates are Live**	**Associates End of Week Check-in with Account Manager**

CLIENT ASSOCIATE DAILY WRAP-UP

KZ

Kelly Zemina
Yesterday, 4:53 PM

Reply

[redacted]; Steve Roko; Jim Mulligan

Hi David and Chase,

MEETINGS	FOLLOW-UP	EMAILS
3	1	3

MEETINGS SCHEDULED:
Robert Pesce Fort Lauderdale 954-847-5260 7/18
Jhuler Villegas Fort Myers 239-471-3138 6/26
David Evans Lakeland 724-610-1405 7/11

FOLLOW UPS:
David Evans emailed me this afternoon

WRAP-UP:
Today I focused on zones 1 3 and 5. Tomorrow I plan on working on zones 2 and 4a. If there is any advisors in particular you would like me to call from any zone please let me know. Have a great rest of the day

I hope you find this wrap-up helpful and please reach out to me with any questions, concerns or helpful guidance.

Kelly

Kelly Zemina
Client Associate
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KZemina@anchoras.com
www.anchoras.com

REPORTING AND ANALYSIS OF CALL ACTIVITIES

Daily Activity Reporting Tracker

		Daily		Daily		Daily		Daily
Launch Date 08/15/2017	8/15/2017	%	8/16/2017	%	8/17/2017	%	8/18/2017	%
Total on List	5423		5423		5423		5423	
Dialed/Attempted	18	0%	94	2%	229	4%	454	8%
Total Contacted/Hit Rate	5	28%	26	28%	67	29%	122	27%
Total Messages Left	13	72%	61	65%	141	62%	280	62%
Total Meetings Set	0	0%	1	1%	4	2%	9	2%
Total Bad/Wrong Numbers	0	0%	6	6%	18	8%	43	9%
Conversion/Contact Rate	5	28%	26	28%	67	29%	122	27%
1st Call Contact	5	28%	26	28%	67	29%	121	27%

*Detailed Activity Reporting Tracker available for an additional fee

WHOLESALER COVERAGE MODELS

3:1 Coverage Ratio	2:1 Coverage Ratio	1:1 Coverage Ratio
• 1/3 of a scheduling associates day • Nightly Wrap-up email • In-house supervised and trained staff • Monday – Friday dedicated 9am-5pm	• 1/2 of a scheduling associates day • Nightly Wrap-up email including dial tracking • In-house supervised and trained staff • Monday – Friday dedicated 9am-5pm	• 8 hours of calling exclusive to your account by dedicated associate • Nightly Wrap-up email including dial tracking • Comprehensive dashboard tracking metrics: contact rate, dial rate, meeting rate, conversation rate • In-house supervised and trained staff • Monday – Friday dedicated 9am-5pm

Call for current pricing and availability.
NSM's, we offer BREAKPOINTS for Multiple Wholesaler Coverage

COMPLIANCE FRIENDLY BEST PRACTICES

Please make sure your compliance department is aware of the following steps Anchor Advisory Services follows:

- Prospective candidates go through an extensive on-site interview with the partners of the firm as well as some of the Senior Client Associates. Additionally, we perform background checks on all new hires.
- Each new Client Associate completes a one week "On-Boarding" training session.
- Each Client Associate signs a non-disclosure agreement.
- All Client Associates work at our office – located at 8A Court St., Plymouth MA 02360. None of our associates work remotely.
- All Client Associates are trained and managed by the partners of the firm who have 32 years of combined sales and distribution experience.
- All call scripts and e-mail templates are vetted by the sponsor company (client) prior to being used.
- All Client Associates use company supplied desktop computers (anti-virus installed) and phones. All computers are hard-wired (no wi-fi) with a basic firewall.
- All Client Associates attend a weekly team meeting – this ensures ongoing education and management.
- Client Associates are <u>Not Licensed</u>. They are not allowed to sell any products, talk about product features or any specific details about the products their wholesaler represents. Their goal is to secure the appointment.
- Anchor Advisory Services maintains Business Liability Insurance with Quincy Mutual Group in the amount of $1,000,000.00

THANK YOU FOR YOUR CONSIDERATION

For further questions please contact Anchor Advisory Services:

Steve Rokoszewski, Partner, President – (774) 773-3036

James Mulligan, Partner, EVP – (774) 773-3033