SCHULTZ GROUP MARKETING

MARKETING PLATFORM | Pg.4	ONLINE | Pg.06	TEAM RESOURCE | Pg.7	CONT. SERVICE | Pg.8
Outlining the extensive customized marketing capabilities to be offered to the advisory teams that comprise the group	Taking a fresh look at team websites and LinkedIn profiles in addition to newsletters and client education outreach	Serving as a resource to the team internally by providing educational updates on technology, marketing and regulation changes	Maintaining and updating pitch books, websites, contact and team information as well as maintaining technology

A comprehensive plan outlining the development and continued service of the Schultz Super Group marketing and team assistance structure
2016

MISSION STATEMENT

To provide the new super team with *first class marketing materials and resources* as well as technology training and education ultimately focused on the *acquisition of new high net worth clients* and team growth

TEAM ACCESS

Steve Schultz

Jay Mayes

Stockton Schultz

Neil Bassett

Scott Merrill

9 top level advisors with access to custom and *truly unique marketing materials* to set the Schultz Super Group apart from any other advisory group

Christine Gustafson

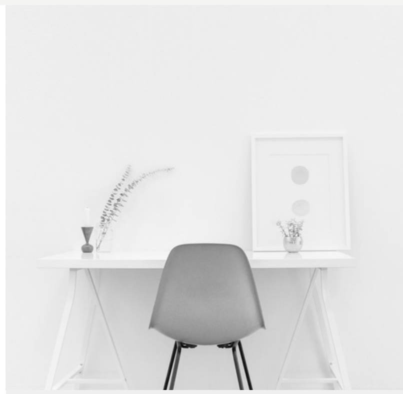
Jeff Wasson

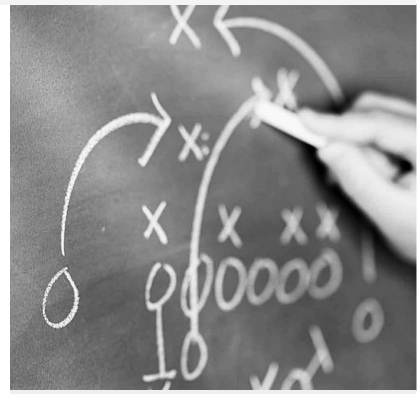
Michael Choy

Peter Choy

MARKETING PLATFORM

The development of a top shelf marketing tool set that will *define the group*, the advisor and the *first class experience* the client or prospect will recieve with The Schultz Group





Team Book

A summary of the overall team structure and dynamic highlighting the synergies and strengths that will attribute to a first class wealth management experience to the high end clients we target. This will assist in explaining philosophy of the team and the core values we operate on and provide a macro view of the group layout.

Individual Book

Serving as a complementary piece to the team book this will take on a much more personalized form to better suit the niche groups each advisor focuses on. Each advisor or sub-team will have a top shelf high end compliance approved book in both physical and digital format.

Investment Approach

The third piece in the new marketing arsenal will be an outline of the services the team provides as well as the products and portfolios we utilize. The refinement of the current product book will match the theme and layout of the new platform to maintain consistency.

DESIGN DEVELOPMENT / COMPLIANCE

1

Design Inception

Working with the team or advisor, begin outlining what format the advisor is seeking, orientation of presentation and rough estimate of length and content. Each advisor has thier own operations and process that is imperative to narrate during this stage

2

Content Development

Working with the advisors ideas, start molding the concept into a digital editing format and construct template to be utilized. This includes color, font, imagery specifically tailored to the target audience

3

Refinement

After producing a rough cut of the document a series of reviews and revisions will help put a final polish on the product and print testing will be conducted identifying paper thickness and paper surface finish

4

Compliance Submission

As the design nears completion it will be reviewed and prepared for compliance submission in an effort to reduce the amount of time it takes to gain approval through UBS.

5

Revisions

Compliance revisions can take multiple weeks and will require the alteration of certain components to meet guildines by UBS

6

Finished Product

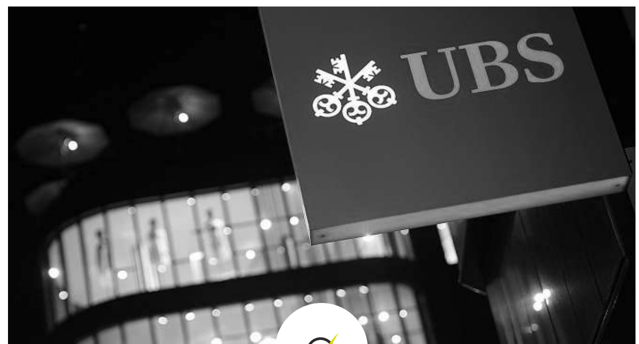
Once compliance approves the document the final print decisions will be made and ordered through a local print shop of choice with document on file to streamline order entry

ONLINE

Refining Individual and team websites and the exploitation of online networking and client outreach material

TEAM WEBSITES

Forming a UBS team website with information on the new super group and its members as well as updating existing sites



UBS RESOURCES

Engaging with clients and prospects more regularly through the use of UBS newsletters and articles sent out on a mailer list

SOCIAL MEDIA PRESENCE

Exploring the approved social media outlets offering new ways to connect and engage with the next generation of prospects and clients

LINKEDIN

Revising LinkedIn profiles with current information and topics of discussion

TEAM RESOURCE

Serving as a resource to the team from online education personalized marketing

FAMILY VAULT

In addition to developing a new family vault template I will strive to create a method of collecting and applying information on behalf of the advisor to streamline the process.

REFERRAL GUIDE

A collection of personal and professional contacts sorted by category to be utilized as a high end specialized tool should a client require further assistance beyond the wealth management arena.

TEAM EDUCATION

Ensuring the team is up to date on the latest regulatory changes, compliance changes and technology updates so we work as accurately and efficiently as possible. White Paper updates as well as internal staff seminars will be put together to better educate the team ultimately benefiting the client.

CUSTOM SEMINARS

Building custom compliance approved seminars or presentations catering to the latest market trends, regulatory changes and economic events to be hosted to exclusive limited attendance groups in the Schultz Suite.

CONTINUED SERVICE

Ensuring all marketing material and online resources remain accurate and up to date as information, professional titles and team dynamics change

MARKETING MATERIAL

Whether it is a team member being added, an advisor acquiring a new professional designation or an investment portfolio needs to be updated I will ensure all pieces are up to date and accurate.

ONLINE

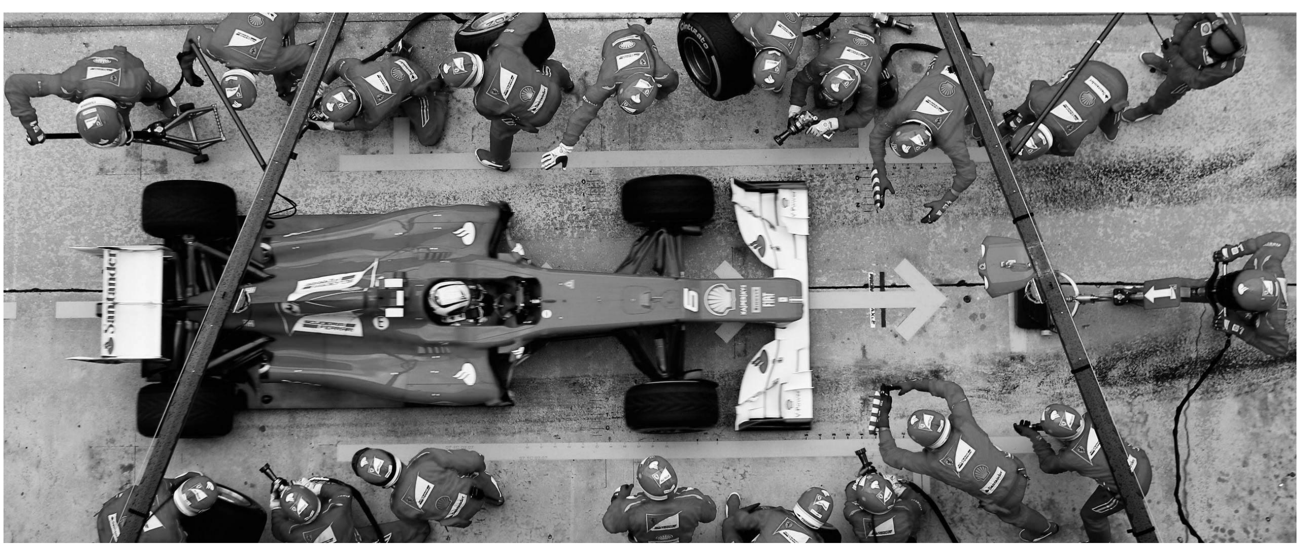
Team and individual websites as well as LinkedIn accounts will stay up to date with the latest newsletters, contact information and team photographs.

TECHNOLOGY

We will ensure the integration of more technology in the team is streamlined and functional at all times. Updating video conferencing technology and mobile pitch-books will allow the team to more easily communicate with the client.

COMPLIANCE

Avoiding compliance issues is a core focus of the position and all custom materials will be meticulously maintained and approved through UBS. I will be the main point of contact with compliance ensuring a smooth and expedited approval process on any and all custom marketing tools, seminars and client newsletters



POSITION SUMMARY

01

Marketing Platform

Creating bespoke marketing platform for the new super group catered towards high net worth client acquisition

02

Schultz Group Online

Refreshing online sites and updating professional profiles with new information and client approved marketing pieces.

03

Technology

Utilizing new technology to streamline presentations, seminars and client communication

04

Team Education

Ensuring the team is made aware of all regulatory, technology and compliance developments ultimately serving as a resource to the client base.

05

Client Education

Providing prompt updates on important issues and hosting custom exclusive seminars on topics of interest.

06

Continued Service

Holding a high standard for follow up service ensuring advisors needs are met and all marketing pieces and profiles remain up to date and accurate.