WOODBURY FINANCIAL

Member of Advisor Group

WOODBURY FINANCIAL BY THE NUMBERS.*

1968
FOUNDED

1,600
ADVISORS

8 Years
AVERAGE ADVISOR TENURE

97%
RETENTION RATE

900+
EMPLOYEES**

$252,905
AVERAGE GDC/ ADVISOR†

$60.1B
TOTAL CLIENT ASSETS

18
NUMBER OF RVPS

* As of March, 2019.
** Includes shared back office services within Advisor Group.
† Average represents producing advisors with a T-12 in excess of $10,000.

A MESSAGE FROM OUR PRESIDENT.

Why consider Woodbury Financial Services? Because our firm is different.

At Woodbury Financial, we act as a home office OSJ, taking on the supervisory burden, so you can focus your time and energy on growing your business.

Our Regional Vice Presidents provide local resources to help you succeed in everything from implementing new technologies to acquiring new clients.

Our deep expertise in wealth management, financial protection and guaranteed solutions allows you to address the full scope of your clients' needs, today and for the rest of their lives.

Please take a closer look at Woodbury Financial and discover how we empower individuals and offices to become exactly what they envision. I invite you to experience a unique environment where you can thrive. Being different changes everything in today's world. Please call and let's talk.

Sincerely,

Rick Fergesen
PRESIDENT & CEO
WOODBURY FINANCIAL SERVICES, INC.

INTELLIGENT TECHNOLOGIES.

Innovation that elevates the advisor—and client—experience every step of the way: it's an ongoing process requiring the commitment and resources of a firm like Woodbury Financial.

Advisor Portal

All the tools you need to conduct business can be found on Advisor Portal. A single-sign on, integrated platform, Advisor Portal puts a diverse set of resources in your hands:

OFFICE AUTOMATION SUITE	SUPERVISION/ COMPLIANCE	CLIENT MANAGEMENT/ SERVICE SOLUTIONS	BUSINESS TOOLS
Powerful resources to deliver a new level of efficiency to your office management activities, creating a paperless experience.	Integrated solutions to manage form submissions with a supervisory workflow, allowing for first line supervisors to review advisor activity.	Simple tools to access all of your client management resources in one, comprehensive view.	Efficient instruments to manage your practice, leaving more time to serve your clients and build your business.

Paperless Office

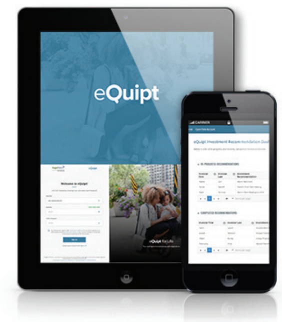
A flexible, web-based document/image management and workflow system that allows you to easily archive, access, and share information. Store and retrieve client, accounting, HR, operations, and associated persons' folders.

eQuipt

The eQuipt client onboarding/account management platform integrates clearing firm, advisory platform, CRM, and account opening systems into one intuitive, end-to-end digital solution.

From initial prospecting and investment recommendations, to accessing data and generating proposals on the Wealth Management Platform, eQuipt is your one-stop resource to successfully open and fund an account with your clearing firm.

No paper. No duplicative tasks. No NIGOs... eQuipt Represents Next-generation Efficiency for your Business and your Clients.



Advisor Business Intelligence

An advanced reporting platform that helps you identify your clients' unique needs, cross-sell opportunities and how to maximize profit across your entire book of clients.

Integrated Customer Relationship Management Platform

Our open architecture platform lets you choose the CRM platform best suited to your specific needs—with the opportunity to select an option that is integrated with our Advisor Portal intranet.

COMPREHENSIVE WEALTH MANAGEMENT SOLUTIONS.

Our innovative solutions and superior support are rooted in our belief that a holistic approach to wealth management services for clients includes five areas of focus—each equally important to an advisor's overall success and ability to thrive in the fiduciary era.

At Woodbury Financial, you can choose which services to deliver to your clients. As your partner, we can help you execute in a scalable, turnkey way for your business.

CLIENT EXPERIENCE

The value advisors bring to their clients

- Regional Business Building Workshops
- eQuipt digital account opening
- MyCMO marketing platform

FINANCIAL PLANNING

A client's roadmap to achieving goals

- Approved Planning Vendors
- Financial Planning Program Guides
- Program Support

COMMISSION-ABLE PRODUCTS & PROTECTION SERVICES

Guidance on investment and risk strategies

- Quick Submit Straight-Through Processing
- Life Insurance, Product, and Advanced Sales Consultants

INVESTMENT ADVISORY SERVICES

Ongoing advice for fee-based client investments

- Research & Due Diligence and WMP Operations Support Teams
- Investment Advisory Consultants
- Wealth Management Platform

SPECIALIZED SERVICES

Solving complex client issues

- Specialized Solutions Consultants
- Philanthropic, Lending, and Cash Management Solutions

WE'VE GOT THE ADVISORY PLATFORM

Our state-of-the-art Wealth Management Platform (WMP) integrates the products, trading, research, and business tools fee-based advisors need to thrive in an evolving industry:

Institutional Class Investment Products

- Advisor Managed Portfolios (AMP)
- Model Portfolios managed by multiple investment strategists
- Separately Managed Accounts (SMA)
- A dynamic Unified Managed Account (UMA) solution

Cutting-Edge Business Tools

- Proposals
- Account set up and paperwork
- Research
- Trading/Rebalancing
- Digital Account Opening
- Portfolio analysis
- Reporting
- Online investor access
- Fee billing

A TEAM BEHIND YOU

New to advisory, or a tried and true veteran? In the field, on the phone, or online, we're equipped to provide you with service that elevates your practice. Our internal specialists work with the firm's regional field consultants to cover all the bases. We're there for you... wherever you may be.

BUSINESS-BUILDING MARKETING TOOLS.

You bring a lot to the table... do you have a way to share it broadly with clients and prospects? At Woodbury Financial, we make it easy to get your message out. Our offerings include:

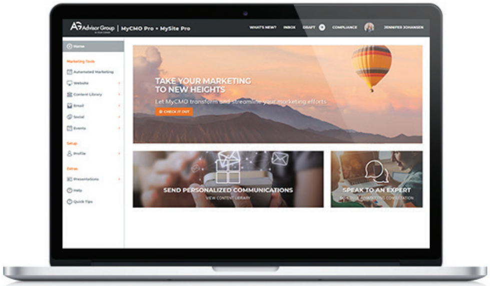
Expert Advisor Marketing Consultants/Coaching

Our team of in-house marketing specialists is available for one-on-one consultations. Deeper-level strategic guidance and additional support, including a complete marketing diagnostic and ongoing access to our full team of specialists, is available as well.

MyCMO

MyCMO is a multi-channel communications platform that lets advisors manage different marketing activities, including email newsletters, social media, client events and seminars, firm and client collateral, business stationery, cards, branding, and webpage design, all on one intuitive site.

Sending the right message to the right people at the right time with just a few clicks ... MyCMO is Marketing Made Easy.



MarketingU

Our self-serve online platform contains easy-to-access, video-based, peer-facilitated, and virtually-led educational experiences for advisors at every stage of the marketing journey.

PROFESSIONAL DEVELOPMENT

Women Forward

Our multi-faceted women's initiative promotes women as providers and consumers of financial services. Offerings include an annual conference exclusively for our women advisors, a Mentorship Program, Podcast, and networking support.

Advisors Ahead

Woodbury Financial has partnered with Advisors Ahead, a talent development organization, to offer a curriculum designed to facilitate the transition of the next generation of financial professionals.

STREAMLINED SUCCESSION & ACQUISITION SOLUTIONS.

Succession/Continuity Planning Experts

Led by one of the nation's top succession planning and business acquisition experts, our Succession & Acquisition Team offers contractual guidance, assistance with cash flow modeling, training, and consultative support to ensure you are making the best decisions for you and your practice.

MySuccessionPlan.com

MySuccessionPlan.com is a robust platform for business building, buying, selling, matching, continuity, and transition. The platform provides advisors with a business valuation model and equips them to identify potential partners by sorting and filtering candidates.

1. One platform to buy and sell a business, merge with another, prepare a continuity plan or connect with junior advisors.
2. Powerful matching algorithm to connect you with the perfect match for your needs.
3. A dedicated support team to help take you across the finish line.

SERVICE AND SUPPORT
YOU CAN COUNT ON.

Business Development Team

In-the-field, customized support delivers timely and actionable ideas that help advisors build a better business.

Internal Sales Support

We offer solution-driven, product-agnostic resources for assistance across the spectrum—from simple product recommendations, to intricate case design.

Insurance Consulting Team

The Team consults with advisors to ensure they understand the options on our platform—including our Strategic Insurance Partners and Preferred BGAs.

Retirement Plan Consulting Services

The Team offers advisors technology solutions, an educational curriculum, service and support, and a dedicated sales desk designed to provide value-added sales and marketing strategies.

Technology Consultants

Our regional team of consultants helps advisors enhance business efficiency by leveraging Woodbury's tech offerings via one-on-one phone consultations or in-office visits.

Advisor Marketing Consultants

We consult with advisors on their specific marketing challenges/opportunities and make customized recommendations, and also assist with social media engagement, including website search, analytics, and blogging.

LET’S CHAT

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