

\$60-80M

ANNUAL NET NEW ASSETS
75% sourced through
strategic COI relationships

From Burnout to Purpose: Transforming a Veteran Advisor's Practice into a Sustainable Growth Engine

A veteran financial advisor approaching 50, navigating the aftermath of a difficult divorce, found himself questioning a practice he had spent decades building. His calendar was full — but not with the right clients. This is the story of how intentional design changed everything.

PHASE 1 RENEW

Reclaiming Purpose & Capacity

Growth was not the first priority — purpose was. Together, we identified clients who no longer aligned with the advisor's ideal profile. Those requiring disproportionate time while generating limited value were thoughtfully transitioned out.

This created immediate capacity, elevated the client experience for the relationships that mattered most, and reignited the advisor's enthusiasm for the business.

OUTCOMES

- Increased advisor satisfaction and engagement
- Improved alignment between service model and compensation
- More time available for high-value relationships
- Renewed enthusiasm for the practice

PHASE 2 BUILD

Developing the Next Generation

With a stronger foundation in place, focus shifted to succession. We identified a younger advisor within the firm who demonstrated the right characteristics: intelligence, client-facing ability, strong work ethic, and genuine coachability.

A portion of the book was transitioned to this advisor — creating a win-win structure that gave the senior advisor leverage and continuity, while giving the junior advisor opportunity and a runway for growth.

OUTCOMES

- Established a practical succession strategy
- Expanded service capacity across the team
- Created leadership continuity for clients
- Developed a future growth partner internally

PHASE 3 SCALE

Building a Predictable Growth Engine

The final phase focused on replacing one-time referrals with embedded partnerships. Strategic Centers of Influence relationships were developed with a large accounting firm and a regional M&A law firm whose clients naturally aligned with the practice.

Through educational events, co-branded experiences, and consistent support during peak seasons, the team became indispensable — already in the room when a liquidity event or planning opportunity emerged.

OUTCOMES

- \$60M-\$80M in annual net new assets
- 75% of growth from strategic COI relationships
- Institutionalized referral channels, not chance encounters
- Scalable model built for long-term continuity

KEY OUTCOMES A Practice Built on Intentional Design

Renewed advisor engagement and a rediscovered sense of purpose in the business

Improved client quality and profitability through strategic segmentation

Next-generation advisor added with a defined succession path and continuity plan

COI partnerships embedded in client workflows generating \$60M-\$80M annually