



Industry Trends & Dynasty Recommendations

Q1 2022

Key Highlights from Q4 2021



- Intergy Private Wealth launches in Colorado Springs, CO
- Dynasty Family Dynamics Wealth Advisory Training Program featuring Legacy Capitals kicks off
- Dynasty launches Advisor to CEO Program in collaboration with MIT Sloan School of Management

Investment Updates

- Dynasty Revolution Growth IV Access Fund opens
- Model Management Overlay program allows advisors to build custom model portfolios using a variety of mutual funds, exchange traded funds, and equities while outsourcing the model management to the Dynasty TAMP overlay team
- Onboarded Neuberger Berman Direct Indexing and Tax Managed Strategies to the SMA program



- Sweet Financial Partners launches in Fairmont, MN
- 2021 Dynasty Investments Forum takes place in Nashville, TN
- Dynasty introduces end client referral program – Dynasty Connect
- Zoltan Pongracz tucks into Procyon Partners

Recordings & Upcoming Events

Available Recordings

- 10/19/21: BlackRock – [Build Your Business for the Future](#)
- 12/13/21: EXCLUSIVE Network Panel – [The Evolution of the RIA](#)
- 12/16/21: Dynasty Advisor to CEO Program: [Self-Assessment – Introducing the Kolbe Index](#)



Community Events

- 1/31/22-2/2/22 – 2022 Partners Summit in St. Petersburg, FL



- Dynasty & MarketCounsel announce strategic partnership with SmartRIA®
- Dynasty submits bid to develop real estate site by Tropicana Field in St. Petersburg, FL

Breakaway Launches & Recruits in Q4

Launch

- 10/1/21: Intergy Private Wealth – Colorado Springs, CO
- 11/1/21: Sweet Financial Partners – Fairmont, MN

Recruits

- 11/30/21: Procyon Partners tucks in Zoltan Pongracz to Shelton, CT office



Dynasty Practice Management 2021: A Year In Review

Throughout 2021 Dynasty rolled out a number of Practice Management tools, webinars, training programs, and educational content. As we close out the year, we would like to take a moment to highlight some of those new items that were made available to the Network.

If you are interested in accessing and/or participating in any of these offerings in 2022, please do not hesitate to contact your Dynasty Relationship Manager.

The goal of Dynasty Practice Management is to help our Network Firms grow and scale by fully professionalizing their businesses. We believe this is best accomplished by sharing ideas and best practices across the Dynasty Community.

2021: A YEAR IN REVIEW
DYNASTY PRACTICE MANAGEMENT

THE GOAL OF DYNASTY PRACTICE MANAGEMENT IS TO HELP OUR NETWORK FIRMS GROW AND SCALE BY FULLY PROFESSIONALIZING THEIR BUSINESSES

APRIL 26
Dynasty Practice Management offerings announced to the Network

MAY 3
Dynasty Roundtable Series launched

MAY 15
Webinar: *Maintaining a Grow Culture Across Different Office Sites and Screens* featuring Alliance Bernstein

JUNE 2
Emerging Advisor Growth Series kicks off featuring The Oechsli Institute

JUNE 17
Webinar: *A Disciplined Approach to Growth* featuring Dimensional Fund Advisors

JULY 13
Webinar: *Aligning Incentives and Value Creation* featuring Advisor Growth Strategies

JULY 27
Exclusive webinar: *2021 RIA Report* and Insights Heading into Q3 distributed to the Network

AUGUST 5
2021 Dynasty RIA Report released to the Network

Dynasty Practice Management 2021: A Year In Review

AUGUST 11
Emerging Advisor Growth Series concludes
Certificates and gifts mailed to program graduates

SEPTEMBER 22
Webinar: *Priceless - The Language of Value*
featuring Invesco

SEPTEMBER 27
Insights Heading into Q4 distributed to the Network

OCTOBER 20
Dynasty Family Dynamics Wealth
Advisory Training Program launches
featuring Legacy Capitals

DECEMBER 13
Exclusive webinar: *The Evolution of the RIA*
featuring three Network panelists

DECEMBER 31
Insights Heading into Q1 distributed to the Network

AUGUST 18
Webinar: *Financial Planning for Caregivers and
Individuals with Disabilities or Special Needs*
featuring Voya Investment Management

SEPTEMBER 10
Dynasty RIADiagnostic.com goes live

OCTOBER 19
Webinar: *Build Your Business for the Future*
featuring BlackRock

OCTOBER 25
Dynasty Advisor to CEO Program announced

DECEMBER 16
Advisor to CEO Program webinar:
*Self-Assessment - Introducing the Kolbe
Index*

“The Dynasty Network is filled with tremendous talent, and it is Practice Management's role to share the invaluable experience of our Network and resource partners with the broader Dynasty Community so that we can learn from one another and grow together.

We will remain committed to this goal and approach as we enter 2022. To better serve the Dynasty Network and continue to build educational, engaging, and exclusive Practice Management content, your input is critical. Please do not hesitate to share your thoughts with us so that we may continue to evolve our services.

”

Industry Trends and Recommendations

Insights Heading Into Q1 2022



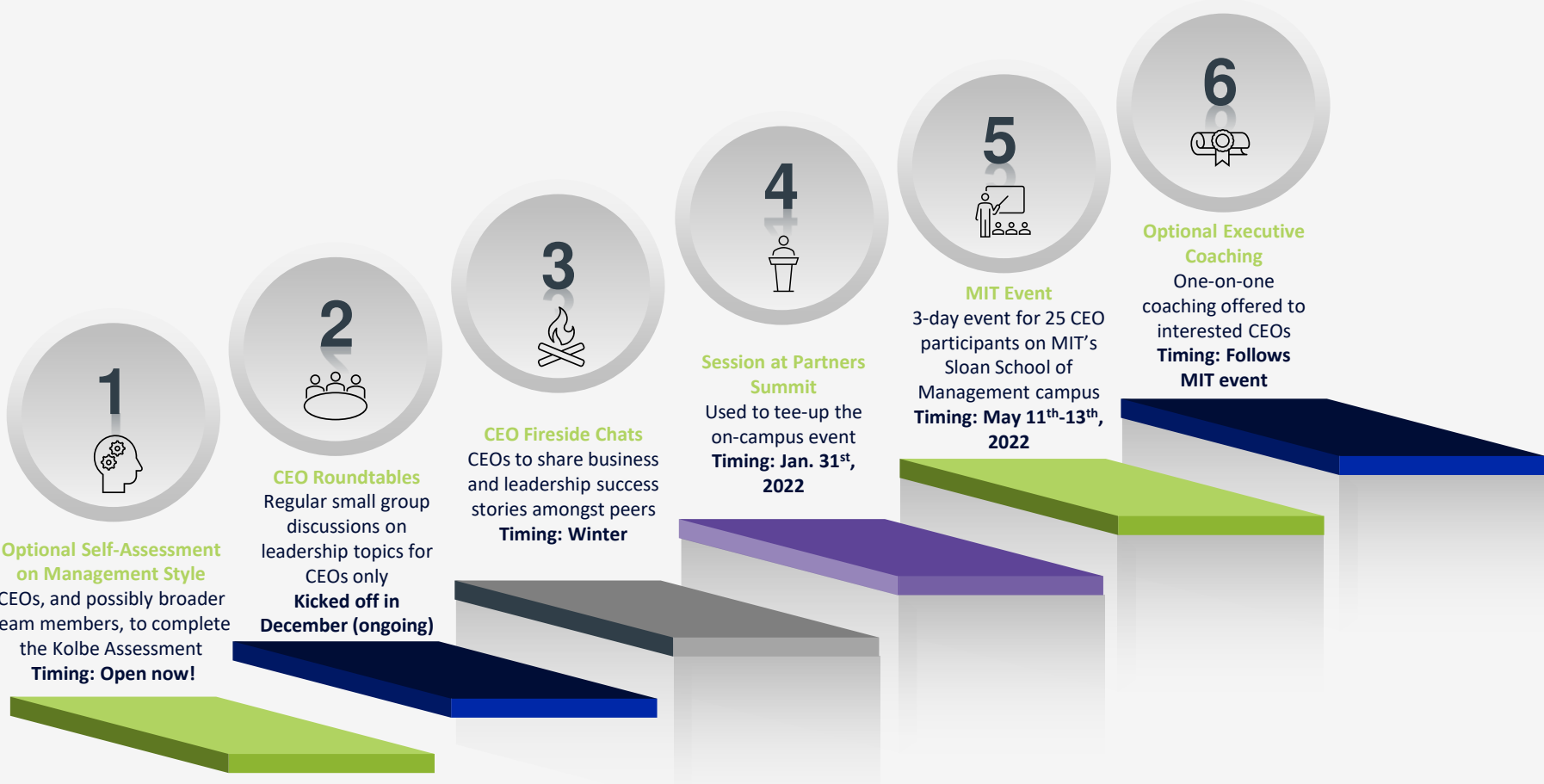
Dynasty Advisor to CEO Program

The goal of the program is for Network CEOs to see Dynasty as the crucial partner to help them develop the leadership skills necessary to be a successful CEO. This will be accomplished in collaboration with the MIT Sloan School of Management.



Dynasty Advisor to CEO Program

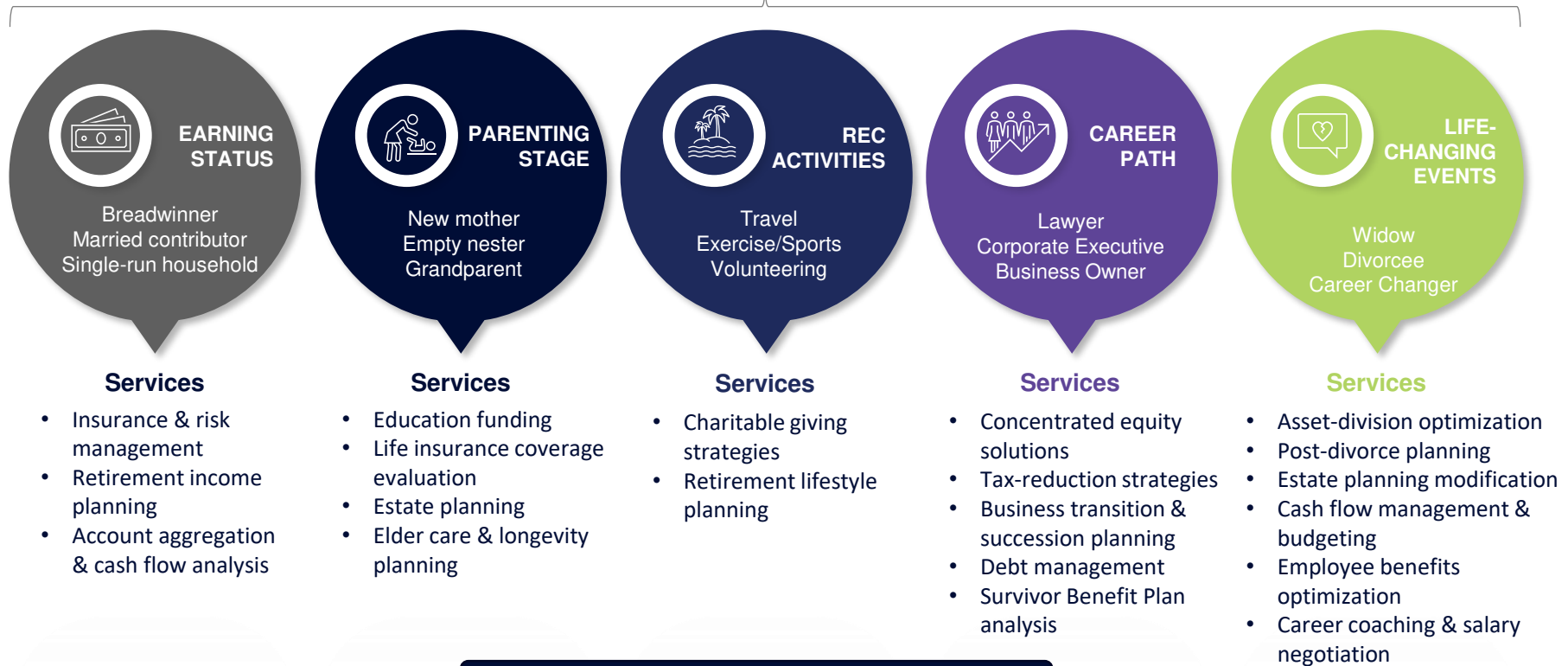
Six-step process for rolling out the Dynasty Advisor to CEO Program.



Women Investors: Segments & Services

How to identify one of the largest, most influential, and often underserved client segments and how to appropriately position your services to win business.

Women Investor Segments¹



Dynasty Recommendation

Women make up half the client population, but they're not a single market, so they shouldn't all be approached in the same way. **Dynasty recommends** segmenting women into ideal client personas so that you can build authentic connections with them. By doing so, you can tailor your prospecting approach with a specific set of services that align with their values, goals, and priorities. Talk to your Dynasty Marketing Manager about how Dynasty Marketing Services can help your firm build out custom campaigns to target segments of women investors.

Millennial Investors: Proud & Guilty About Their Wealth

Many of the differences between Millennials and older generations boil down to culture, which includes views on wealth and ideals.¹

80%

of Millennials with a net worth between \$100k to \$25mm are proud of their wealth because they feel they earned it; this closely aligns with 71% of Gen Xers

63%

of those same Millennials feel guilty about their wealth, while only 33% of Gen Xers feel guilt

76%

of Millennials believe that wealth inequality in America is a major issue

Most Millennials and Gen Xers believe that individuals born into low-income homes are at educational and economic disadvantages to those born into middle- and upper-class households.



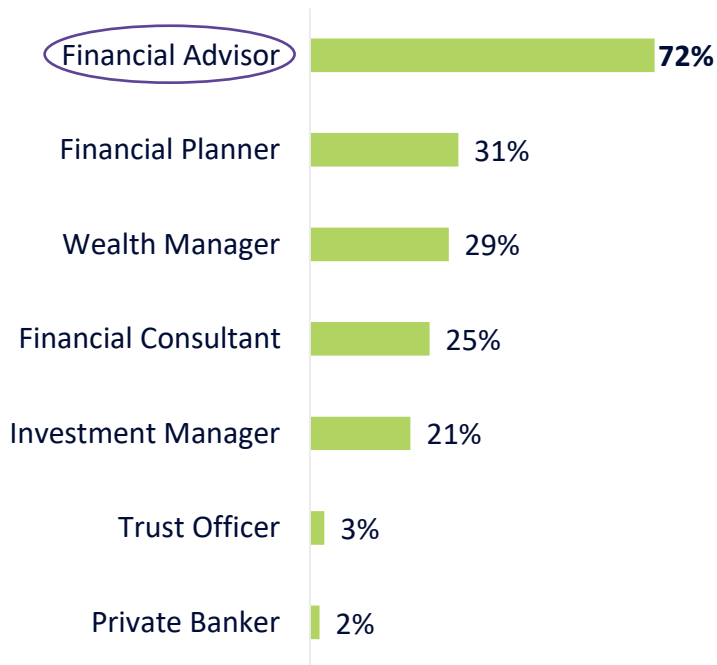
Dynasty Recommendation

For the Silent Generation and Baby Boomers, home ownership and a college degree were important ideals in order to achieve the American Dream. But the American Dream has evolved for younger investors, as they see real estate and education as table stake items. They are fortunate enough to aim at even higher societal ideals, like solving for wealth inequality. **Dynasty recommends** that firms have a financial literacy focus within their local communities. In addition, talk to the Dynasty Investments Team about Ethic, a resource partner that can help tailor investment portfolios to demonstrate to Millennials how capital markets can be a force for good and help address the defining issues of our time.

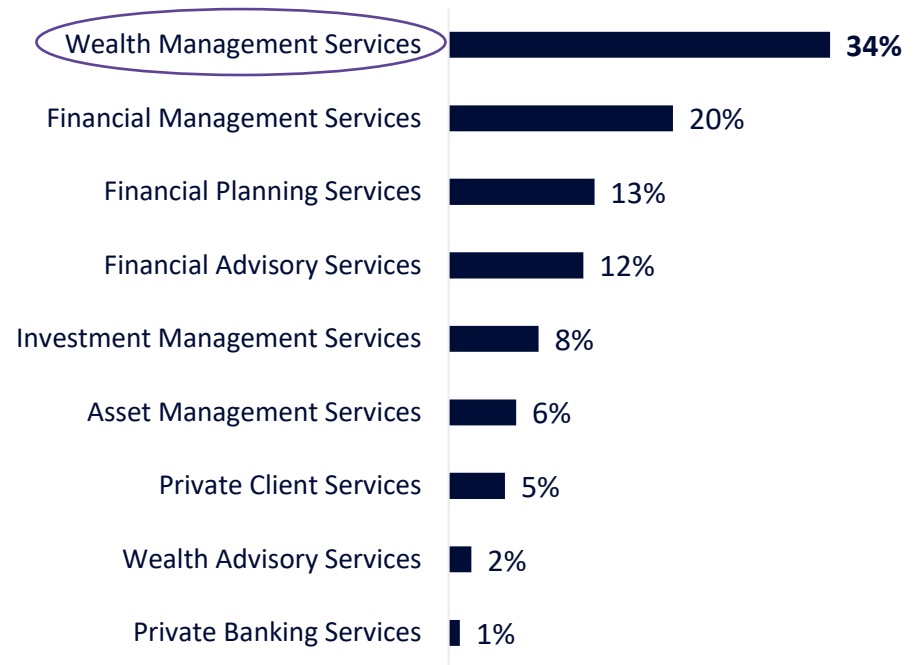
Words Matter: Positioning Titles & Services to Clients

As the wealth management industry continues to evolve, titles and services must evolve with it. It's important to know that clients DO have a preference in what they call their financial provider as well as how financial advice is positioned.¹

Preferred Title for Wealth Management Service Provider



Most Appealing Descriptions for Wealth Management



Words Matter: Positioning Titles & Services to Clients

Invesco Global Consulting teamed up with political consultant and word specialist, Maslansky + Partners, for a 6-month study on what investors want and how they would like financial advisors to respond. Here is what they found¹...

Be smart with my money



Investors like the use of the word **smart** (e.g., smart phone).

To investors,
smart =
cost efficient
+
high value.

Help me with more than my money



Investors favor **full-service** firms and full-service to them means having a **financial plan**.

When talking about the financial plan, investors prefer hearing about the firm's **approach** over its mission or values.

In addition, investors like the use of **progressive strategies** and understand what **financial professional managed account** means over discretionary account.

Show me progress



Investors feel most confident when they hear that you have laid out and **kept them on a path** to achieving their goals, more so than working in their best interest or helping them set goals.

More than anything, investors want to know that they are **on the right track**.

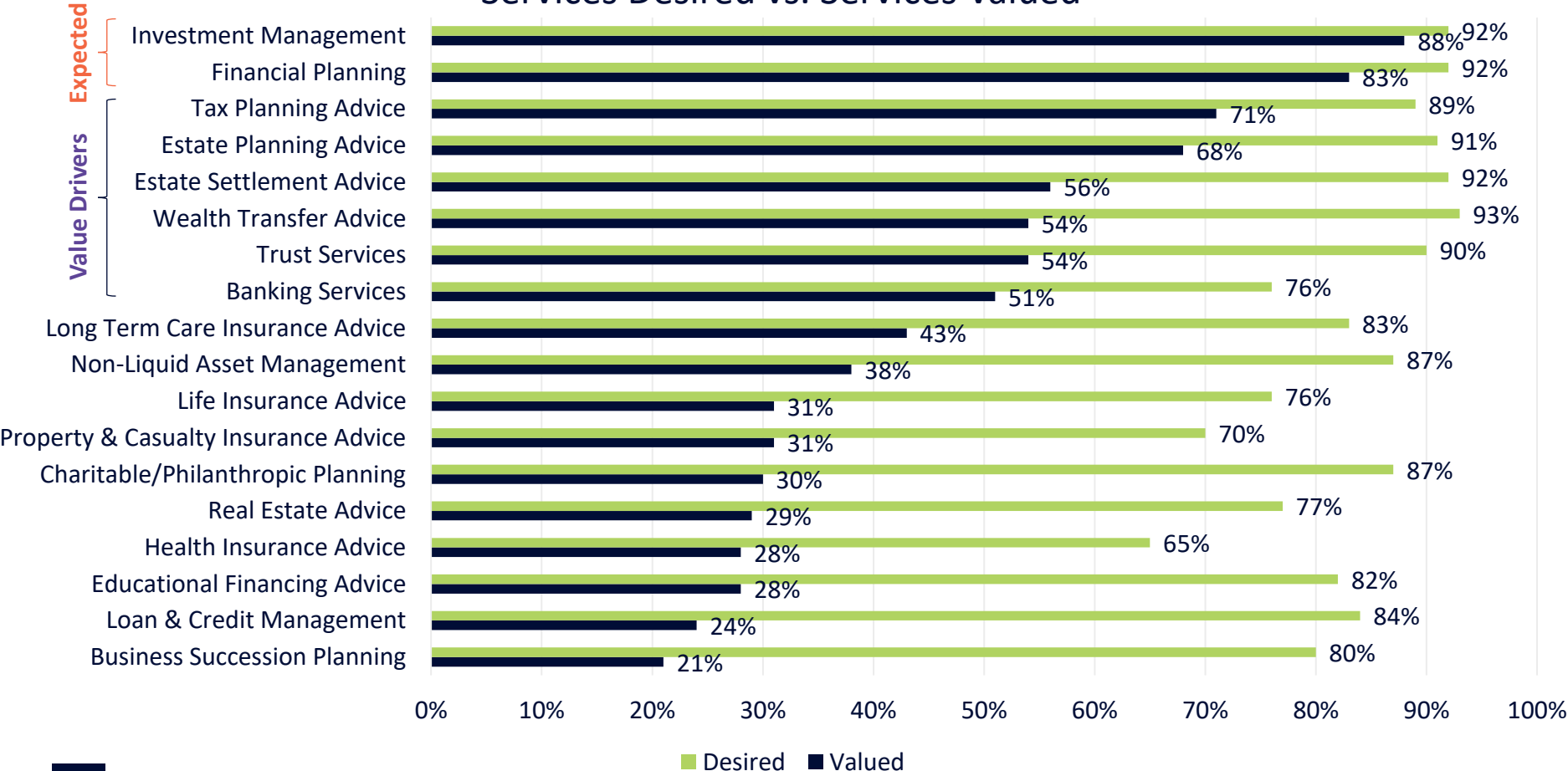
Dynasty Recommendation

From time to time, **Dynasty recommends** reevaluating firm titles and how services are positioned on your website, social media outlets, collateral, and in conversation. Even though this may seem trivial, messaging is crucial to retaining existing clients, as well as attracting new prospects. Talk to your Dynasty Marketing Manager about reviewing your current marketing collateral and strategic messaging.

Building Out Specialized Services: What Clients Desire vs. What Clients Actually Value

In a recent Spectrem Group study, investors were given a list of financial offerings and were asked which services they desired from their financial advisor. They were then asked which services they actually valued from their financial advisor. The results were telling...

Services Desired vs. Services Valued¹



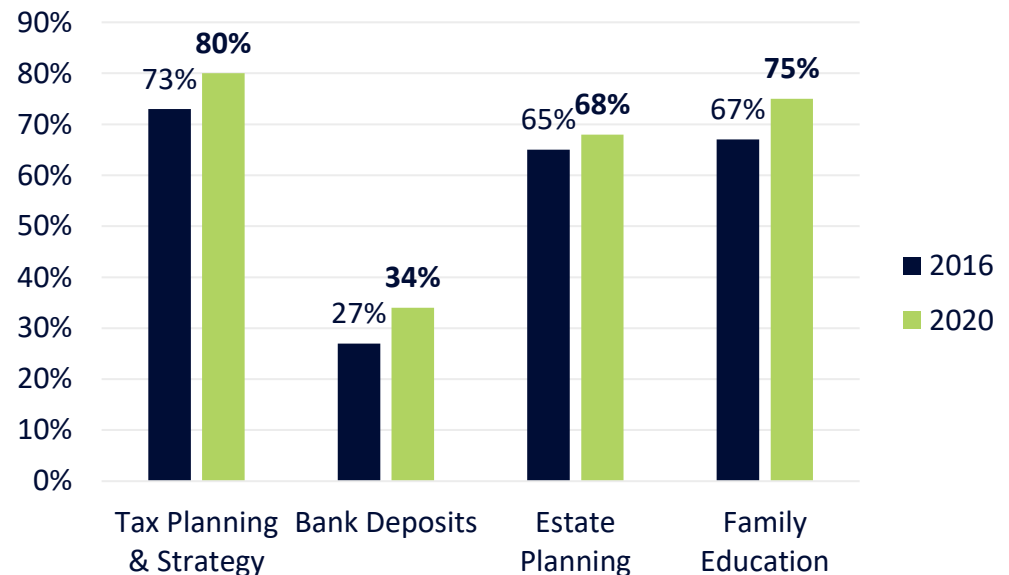
¹Spectrem Group, High Net Worth Insights. November 2021.

Building Out Specialized Services: What Clients Desire vs. What Clients Actually Value

Over the years, firms have begun to offer specialized services to strengthen their value propositions. As these services become more commonplace, the services alone may no longer provide the same level of differentiation. Firms are realizing it's the overall client experience they enhance with the addition of these services that creates value differentiation.



Firms Offering Specialized Services¹



Dynasty Recommendation

As you can see from the previous slide, if you ask clients what they want, they will likely say they want everything. When you ask clients what they value, they will likely say a select few things. If you are contemplating building out specialized or family office services to enhance your value proposition, **Dynasty recommends** asking clients what they value. In addition, **Dynasty recommends** starting with a few key value differentiators (tax, estate, trust, banking services) so that you don't spread the firm thin. Know that your competitors are also building out these offerings, so you must execute on these new services extremely well, especially if you're going to dedicate time, effort, and financial resources. If you are exploring building out specialized/family office services, talk to your Dynasty Relationship Manager about potential strategies.



PRACTICE MANAGEMENT

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Thank You
