

TABLE 1: STANDARD ADVISER VALUE PROPOSITION

Office	Minimal, as clients seen elsewhere	Low
Admin Support	Administrators chase clients and paperwork	High
Lead Generation	Few leads generated by the business: advisers catch and kill their own	Low
Paraplanning	Advisers write their own reports	Low
Review Service	There isn't one: not managed by admin team and left to advisers	Low
Training	'Hang in there fella'	Low