2024 ADVISOR SUMMIT

Jan 23-25 • Houston, TX

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Welcome to the Advisor Summit Kick-off Lunch

Hosted by: Paul Larson, Colin Wiens,
& Mitch Wood

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Welcome & Introductions

- What are the expectations from this year's Advisor Summit?
- What will be some of the key takeaways?
- Our combined vision is one of collaboration and growth!

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Executive Leadership Team

Paul Larson, CEO, Larson Financial Holdings

Paul is the CEO of Larson Financial Holdings, overseeing diverse affiliate businesses. The company's mission, "Empower All To Flourish," centers on being a comprehensive financial resource for Colleagues, Clients, and Communities. With over 200 Advisors managing $5.5 billion in assets across 30 states, Larson Financial Holdings is among the fastest-growing integrated financial firms. The company offers extensive services, including Alternative Investments, Property Management, Retirement Planning, and more.

Paul also leads the Larson Financial Foundation, actively involved in charitable work across various regions. As a serial entrepreneur, he has played a crucial role in launching and investing in over 42 businesses across six countries. Larson's commitment to philanthropy includes projects like digging water wells in Africa and facilitating medical clinics. Married to Rebecca with eight children, including four internationally adopted, Larson aims to leave a positive legacy through advocacy and philanthropy.

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Executive Leadership Team

Colin Wiens, President, Larson Financial Group

Colin is the President of Larson Financial Group and Larson Financial Securities, and oversees growth and efficiency initiatives for clients, colleagues, and communities. Initially leading the Central Florida office, he focuses on serving doctors and dentists in the southeast U.S. In his financial planning practice, Colin prioritizes first-class service for physicians, leveraging his Bachelor's and Master's degrees in Business Administration and holding the CERTIFIED FINANCIAL PLANNER™ (CFP®) designation. Based in Lakeland, Florida, Colin and his wife, Cayla, enjoy family time, travel, cooking, and are active in their local church.

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Executive Leadership Team

Mitch Wood, President, Intrua Financial

Mitch oversees the service teams in Houston and Milwaukee who support independent and aligned advisors. He balances the dynamics of an integrated platform for registered representatives of LPL who are also Investment Advisors of Intrua and LPL.

Mitch is focused on revamping the advisor experience at Intrua to mirror the strengths present on the Larson side, so that collectively, our advisory teams can focus on what they do best. He has a passion for helping advisors systematize their operations to minimize tedious work. His approach to constructing quality, approachable content and quality repeatable systems has been utilized by many firms to construct more effective client messaging and operations.

A woodstove enthusiast, Mitch lives in the Minneapolis area with his wife Katrina, their four headstrong children, and three cats.

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Executive Leadership Team

Jon White, President, Larson Capital Management

Jon White is the President of Larson Capital Management and is responsible for all acquisitions and dispositions. Until May 2017, he served as President of Hoffman Commercial Real Estate (HCRE) and Operating Partner at Osprey Capital, a large family office private equity firm based in Chicago, IL.

At HCRE, he was responsible for the deployment of private equity through strategic acquisitions of office, retail, industrial and multi-family assets. During his tenure at HCRE, Jon executed in excess of $1.5 billion of transactions.

As an Operating Partner at Osprey Capital, Jon was responsible for business development, lender sourcing/management, project finance, capital raise, capital deployment, asset/portfolio profitability, M&A underwriting/financial, deal flow and strategic direction.

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Executive Leadership Team

Kelly Eisenloeffel, COO, Larson Capital Management

Kelly Eisenloeffel was recruited in 2018 to Larson Commercial Real Estate (LCRE) as the Director of Asset Management. Tasked with building the foundation for a scalable, fully integrated real estate company, she executed a growth strategy which catapulted LCRE into the top five management companies in the St. Louis market area, with over 2 million sq. ft of commercial office space. Under Kelly's leadership, company revenue grew in excess of 300%, allowing Larson Capital Management to purchase over $200M of commercial real estate nationwide.

With almost 20 years of commercial real estate experience working with both institutional and entrepreneurial clients, Kelly is strategic about every project Larson pursues. She focuses on executing individual business plans through the oversight of all aspects of an asset's life cycle.

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Executive Leadership Team

Brent Robbs, President, Larson Tax Partners

Brent Robbs is a CPA financial planner that has been providing superior tax planning advice for nearly 15 years. Brent enjoys working with clients, identifying tax-saving opportunities, and simplifying complex tax rules so that clients can make informed decisions. As the President of Larson Tax Partners, Brent leads a team of accountants that provide full-service tax planning and preparation for individuals, businesses, trusts, and non-profit organizations. Larson Tax Accountants work closely with Larson Financial Advisors to provide a holistic, team-based approach to personal finances.

Prior to his current role, Brent worked as a tax accountant at a public accounting firm, as a consultant at a brokerage firm, and as a financial advisor at a bank. Outside of the office, Brent enjoys spending time with family and friends, traveling, hiking, and fishing.

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AUA Summary

as of 12/31/23

Larson AUA

- 32 Advisors @ **$3.11B**
- Per Advisor Averages:
  - $97M AUA
  - $1.09M Revenue

Intrua AUA

- 34 Advisors @ **$2.94B**
- Per Advisor Averages:
  - $91.4M AUM
  - $511K Revenue

$6,043,309,750

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Next Session starts at 1:00p

"The Power of Why" with Paul Larson and "Building a Scalable Plan" with Colin Wiens

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Opening Session
"The Power of Why"

Hosted by: Paul Larson

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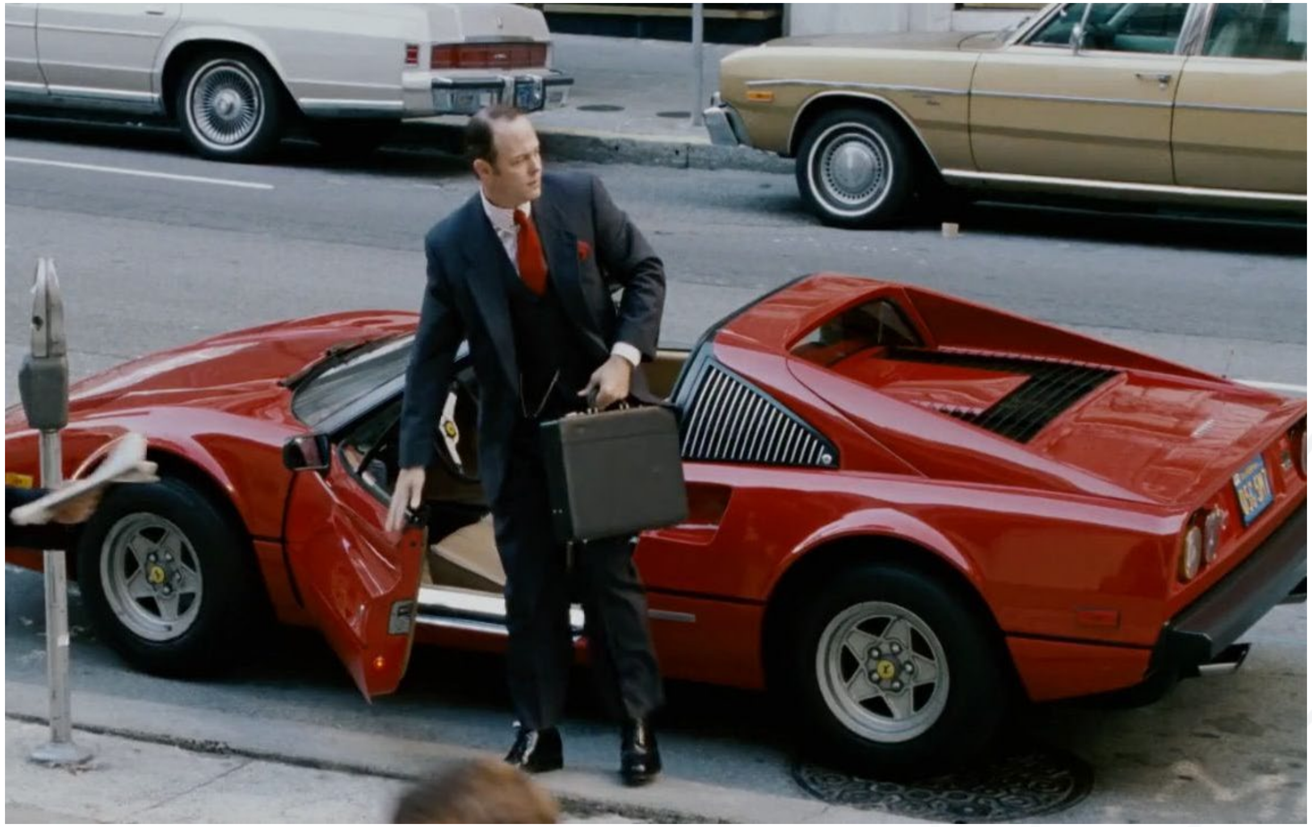
Name That Advisor...

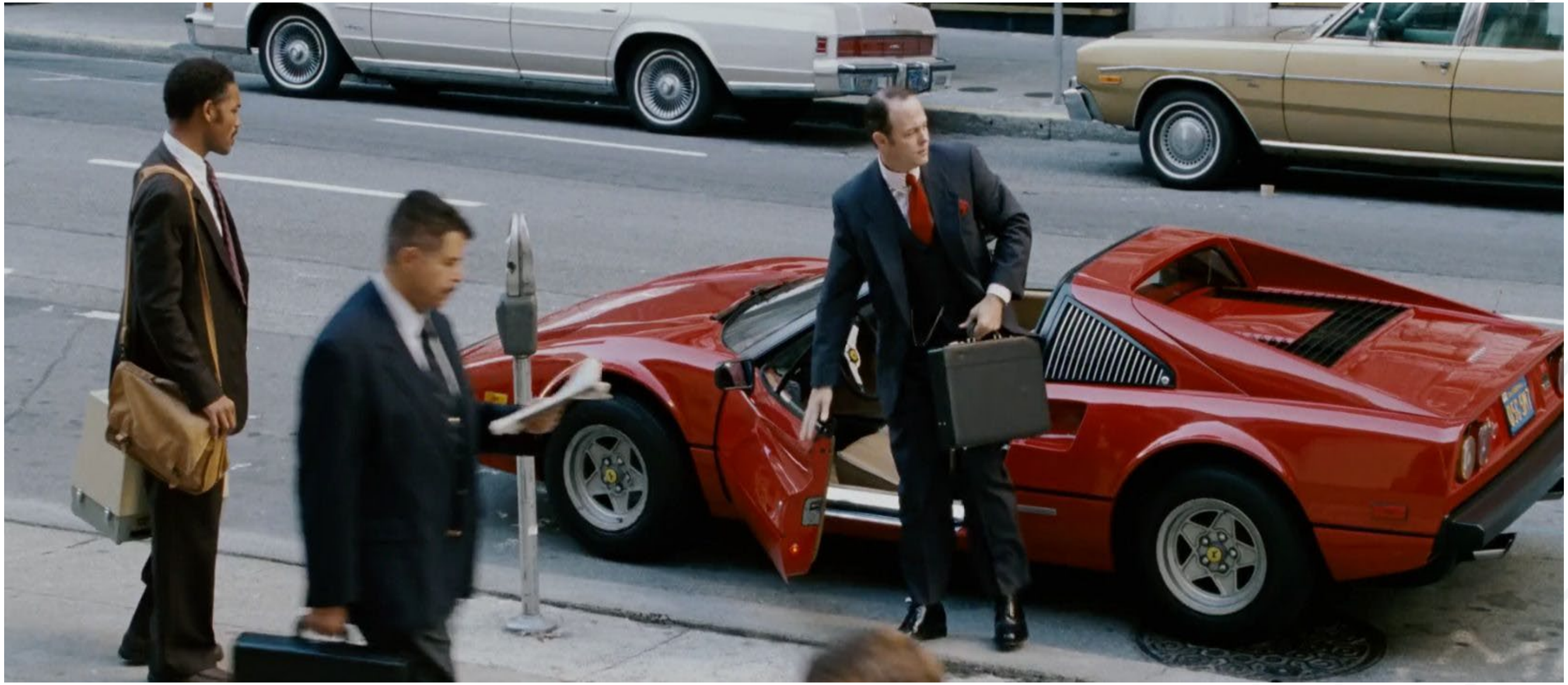
1. Had all the leftovers from a new client dinner bagged and delivered to the table in "to go" containers in the middle of the investment presentation.
2. Hosted a webinar with a physician client having sex unmuted.
3. Had diarrhea and ran out of TP at a new client’s house.
4. Recommended double dick disability insurance in a presentation
5. Accidently put a new prospects statements on the roof of his car.

“I want a million dollars”

Bob Bridges

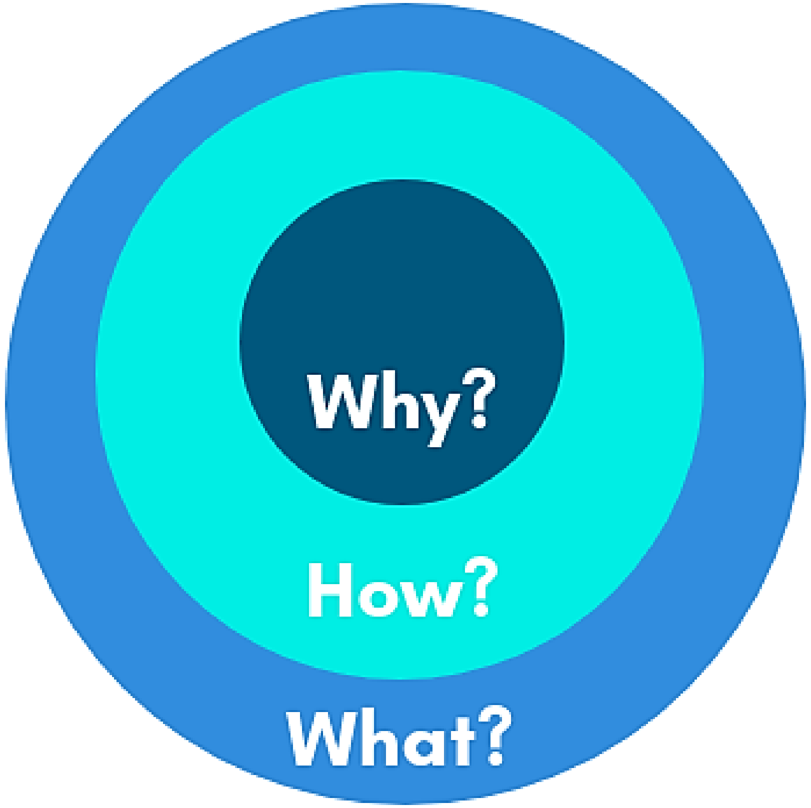


Bob Bridges



Chris Gardner

The Power of Why



Why = The Purpose
What is your cause? What do you believe?

How = The Process
Specific actions taken to realize Why.

What = The Result
What do you do? The result of Why. Proof

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What drives you?

- I want to manage $1B of AUM
- I want to only work 30 hours a week
- I want to give money to charity

These are "Results" of "WHAT"
<u>Not</u> "WHY"

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Compelling "WHY" Answers

- If I don't make money for my family, I will not eat
- God has created me to KNOW Him, ABIDE in His love, and out of the overflow of this, use the resources He has given me to be a BLESSING to the nations. (Know God, Abide, Bless others)

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"Building a Scalable Practice"

Hosted by: Colin Wiens

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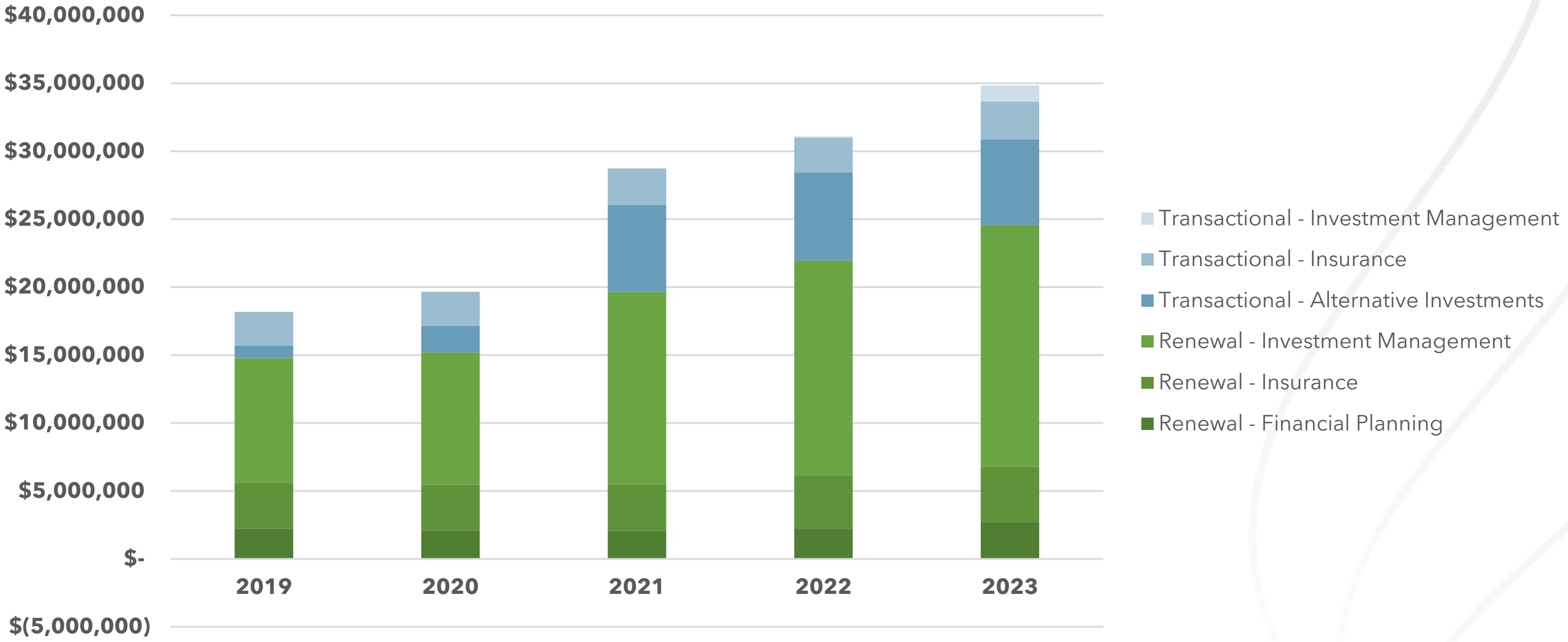
Building a Scalable Plan

Revenue: Recurring vs. Non-recurring

Revenue: Recurring



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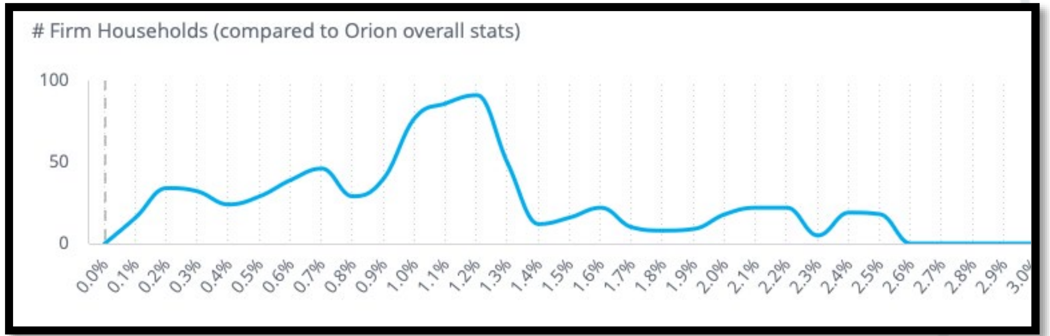
Building a Scalable Plan

Revenue: Recurring – AUM Fee

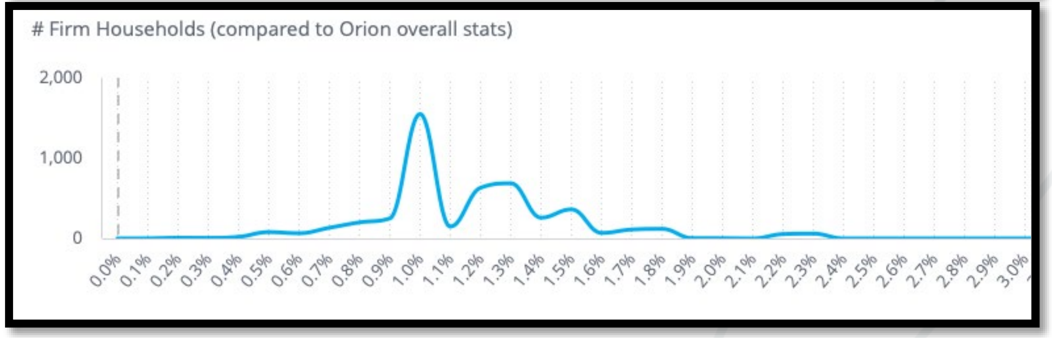
LARSON

Average Fee
1.10%
Standard Deviation 0.27%



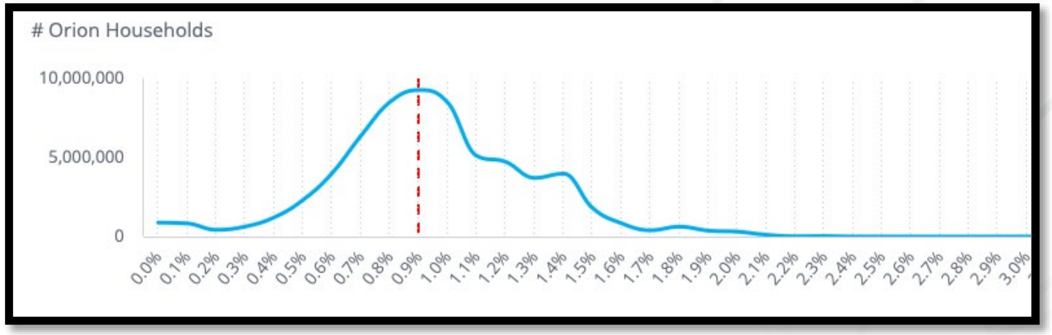
INTRUA

Average Fee
1.12%
Standard Deviation 0.56%



ALL ORION

Average Fee
1.12%
Standard Deviation 3.13%



Building a Scalable Plan

Revenue: Recurring vs. Non-recurring

Revenue: Non-recurring

- Diversification of revenue streams
- Additional client needs
- Built on Transparency and trust

Building a Scalable Plan

Leverage: People, Processes, and Technology

People:

- Building a team
  - What are your skills?
  - What is lacking?
- Role specialization and delegation
  - Task-based
  - Specialty-based
- Examples
  - Angie Herbers Diamond team
  - Lead and Support Advisor
  - Ensemble – no individual clients

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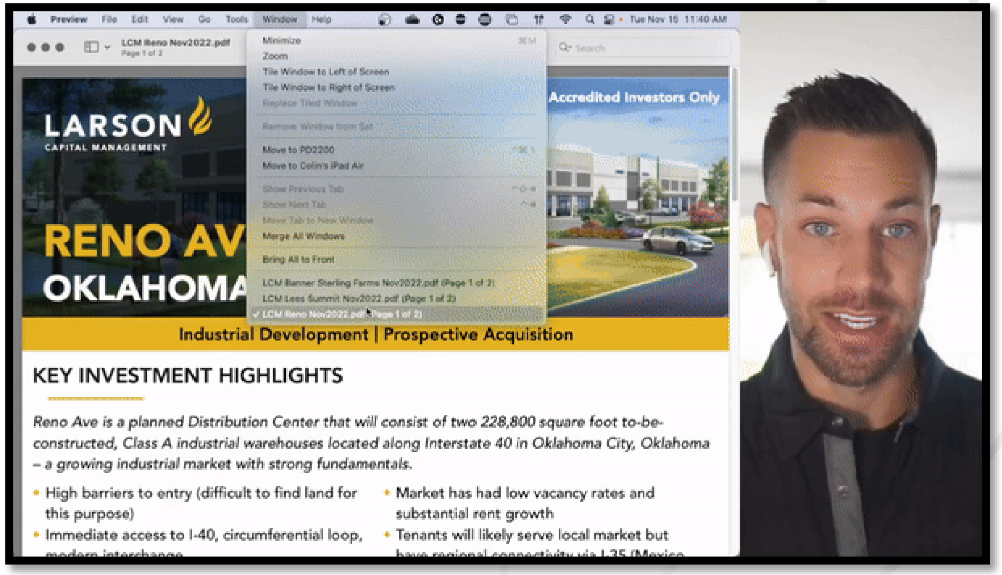
Building a Scalable Plan

Leverage: People, Processes, and Technology

Streamlined Processes:

- What activities are repeatable. Can any of these be:
  - Templated – Copy and Paste first meeting
  - Automated? AI'd?
  - Delegated?
- Future Larson/Intrua platform: Client Onboarding via Docusign that feeds directly into CRM



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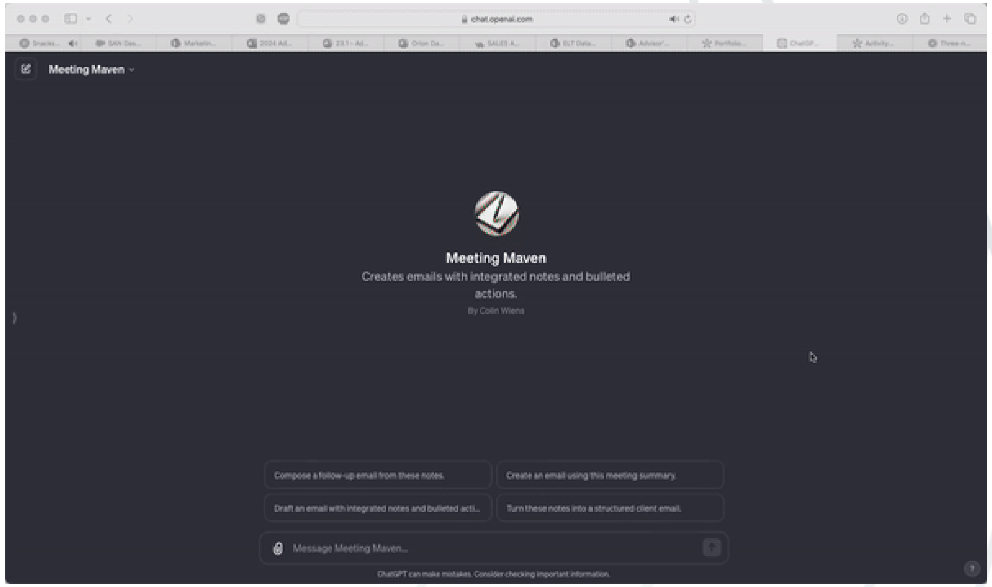
Building a Scalable Plan

Leverage: People, Processes, and Technology

Technology:

- Examples:
  - Calendly / Bookings/ Acuity Scheduling (no more two hundred calls and emails – back and forth)
  - DocuSign – no more print, mail, scan. No more reminders (auto reminds)
- Next Wave:
  - Meeting note taking – Fireflies.ai / Read.ai
  - We all know the impact that this has



Fireflies

Read

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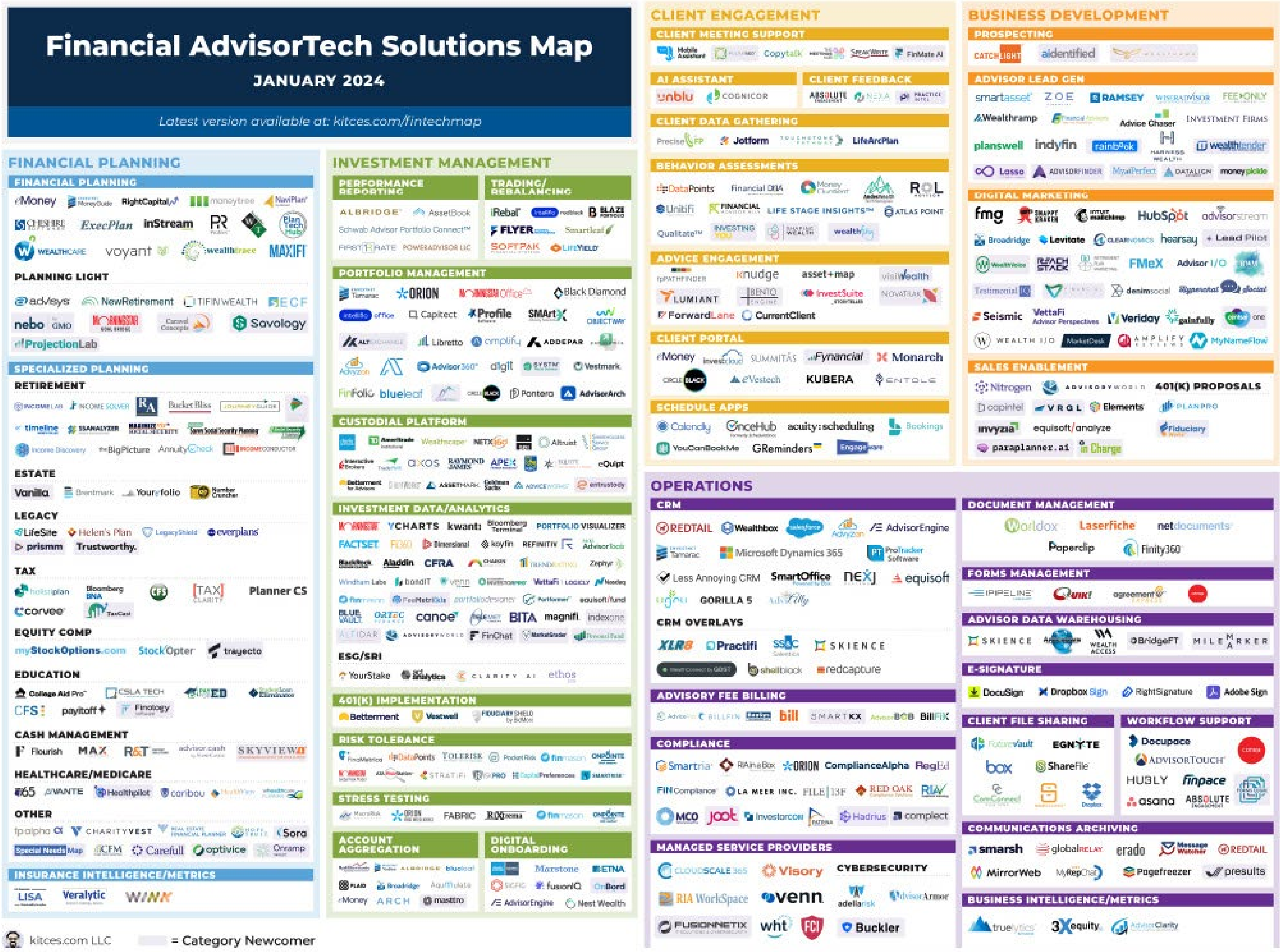

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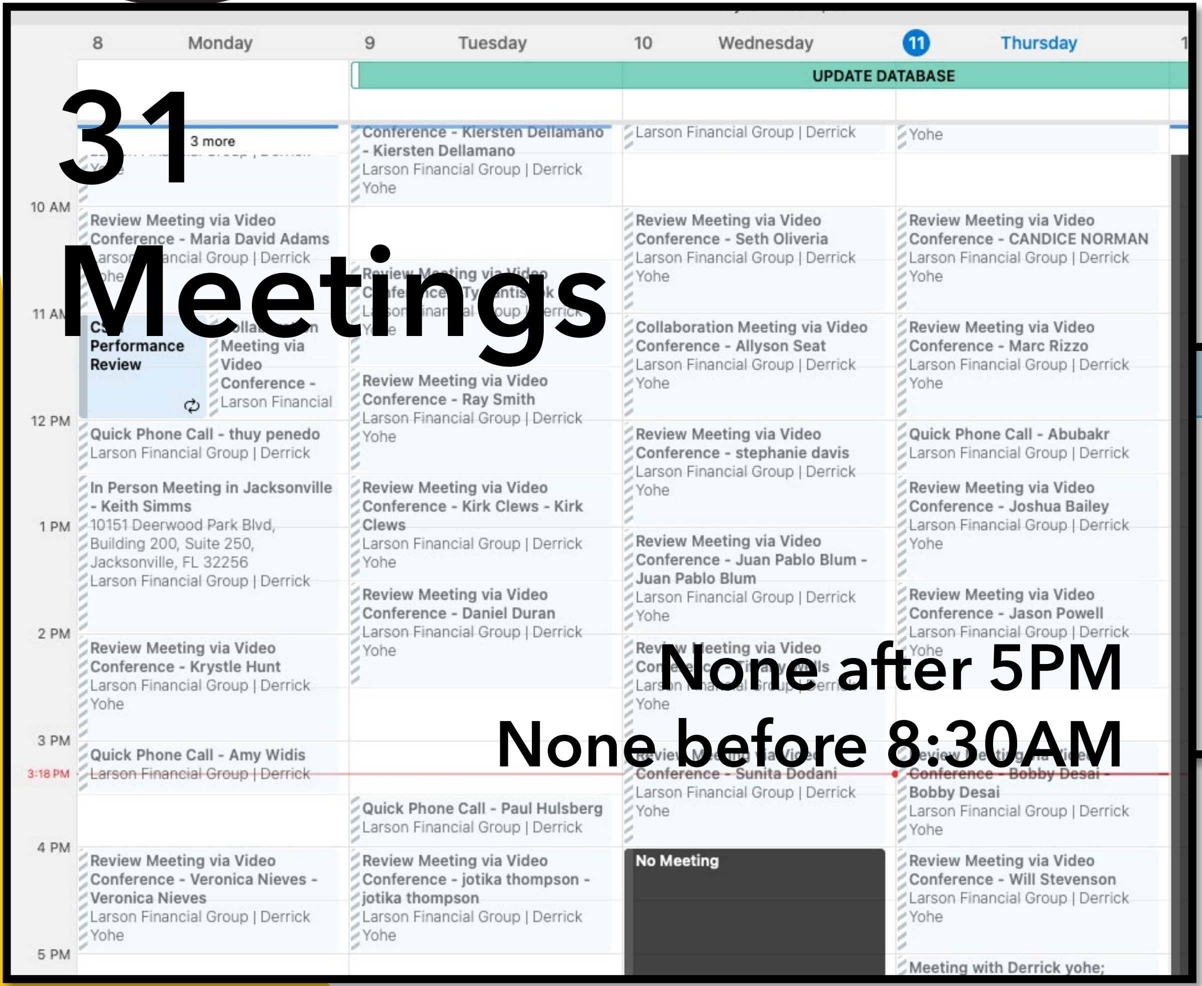
Building a Scalable Plan

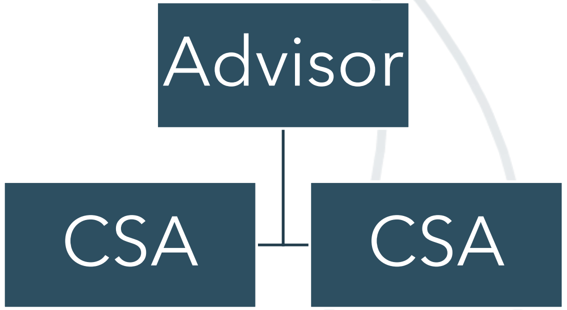
Successful Case Studies of Scalable Practices



31 Meetings

None after 5PM

None before 8:30AM



Advisor	NPS	# Participants
[redacted]	83	29
[redacted]	82	39
[redacted]	81	59
Derrick Yohe	80	152
[redacted]	80	140
[redacted]	78	32
[redacted]	74	77
[redacted]	67	49
[redacted]	66	71
[redacted]	64	64
[redacted]	64	56

Building a Scalable Plan

Successful Case Studies of Scalable Practices

Example:

Calendaring

TEAM/RATING			CLIENT CONTACT INFO							168	
Advisor	Client Rating	Client Rank	Last	First	Spouse	(Billing) AUM as of 12/9/2022	AUM %	2022 Recurring	2021 Mtgs	2023 Mtgs Actual	
Colin	3.95	41	Balasubramanian	Ram	and Leena	$480,000	1.00%	$8,870	4	2	
Colin	1.00		Bass	Caitlin	and Alban	$22,700	1.00%	$2,442	4	0	
Colin	5.95	3	Berman	Ron		$1,984,000	0.80%	$16,360	4	3	
Colin	2.45	36	Bleau	Kathy		$699,115	1.00%	$6,991	2	1	
Colin	0.00		Borde	Davin	and Deepa						
Colin	5.25	10	Boris	Neil	and Adena	$1,260,700	0.90%	$12,954	4	2	
Colin	5.85	20	Bosak	Jodi	and Steve	$999,578	0.90%	$13,117	4	1	
Colin	5.95	13	Brockhurst	Alan		$1,074,200	0.90%	$11,345	4	1	
Colin	5.75	22	Cain	Rick	and Jackie	$997,150	1.00%	$13,362	4	1	
Colin	0.00	58	Campbell	Duane		$0		$0	1	0	
Colin	0.30		Chaar- Alvarez	Frances		$0					
Colin	4.45	31	Chen	Allan		$754,700	0.75%	$6,455	2	2	
Colin	3.45	17	Chin-Lue	Roland	and Lisa	$897,900	0.90%	$8,455	2	1	
Colin	0.70		Cruickshank	Randy	and Gale	$201,000	0.50%	$1,065	2	0	
Colin	0.75	52	Dean	Phillip	and Jennifer	$39,982		$2,000	1	1	
Colin	0.70		Donaldson	Chris	and Johnna		1.00%				
Colin	3.65		Fishman	Matt	and Suzanne	$390,700	1.00%	$7,769	4	0	
Colin	5.45	9	Florez	Camilo	and Patricia	$1,784,000	0.50%	$9,235	4	1	
Colin	1.40	45	Galante	Dan	and Diana	$225,600	1.00%	$4,756	2	0	
Colin	1.20	50	Gasiorowski	Keri		$190,900	1.00%	$3,909	2	2	
Colin	7.95	1	Gupta	Mohit	and Vasundhra	$2,472,000	0.70%	$18,509	4	2	
Colin	4.45	18	Hamilton	Paul	and Faith	$1,209,200	0.80%	$9,878	1	0	
Colin	3.15	59	Hill	Taryn	and Andrew	$295,600	1.00%	$6,161	4	2	
Colin	0.75	48	Hill	Dustin	and Kristen	$10,700	1.00%	$2,107	2	2	
Colin	1.20	53	Hoover	Arik	and Kenya	$232,100	1.00%	$4,321	2	3	
Colin	3.50	23	Johnson	Vanessa	and Bryan	$872,100	0.90%	$9,349	2	1	
Colin	6.20	16	Judd	Randy	and Sue	$2,817,200	0.70%	$19,720	4	3	
Colin	0.50		Kinaga	Jennifer	and Mike						
Colin	0.95	61	Koirala	Prashanta	and Ruma	$0		$2,500	2	0	
Colin	2.25	40	Lee	Joanne	and Jason	$291,700	1.25%	$5,403	2	0	
Colin	3.65	25	Lopez	Pablo		$401,400	1.25%	$8,980	2	1	
Colin	6.20	7	Mammel	Jim	and Gina	$2,127,300	0.75%	$15,955	4	2	
Colin	3.95		Mathur	Dheeresh	and Prerna	$951,300	0.70%	$7,226		3	
Colin	3.20	32	Milas	Z	and Alison	$603,180	1.00%	$6,602	4	2	
Colin	4.45	24	Mir	Hassan	and Zunera	$800,700	0.90%	$9,989	2	2	
Colin	6.95	29	Mohanlal	Viresh	and Vijita	$1,631,300	0.70%	$12,973	4	3	
Colin	0.75	49	Molinari	Alexander	and Sara	$0		$2,000	4	1	
Colin	5.25	15	Montaldo	Tom	and Jill	$1,275,700	0.90%	$12,801	2	2	2
			Murphy	David	and Karen						
Colin	1.15	63	Nguyen	Kim		$0		$3,000	4	0	2
Colin	0.70		Patel	Pankil	and Heer					4	4
Colin	0.00	64	Patel	Parag	and Payal	$0	1.00%	$750	1	1	1
Colin	6.20	8	Pfeil	Judi		$2,041,700	0.75%	$15,313	4	2	4
Colin	0.70		Qamar	Shahid	and Mahek						

2022 Mtgs	2023# Mtgs Actual	2023 # Mtgs Offered
4	1	4
2	0	1
2	2	2
4	2	4
1	0	1
4	2	4
2	2	2

Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec
16	21	20	12	22	19	20	21	20	6	22	17

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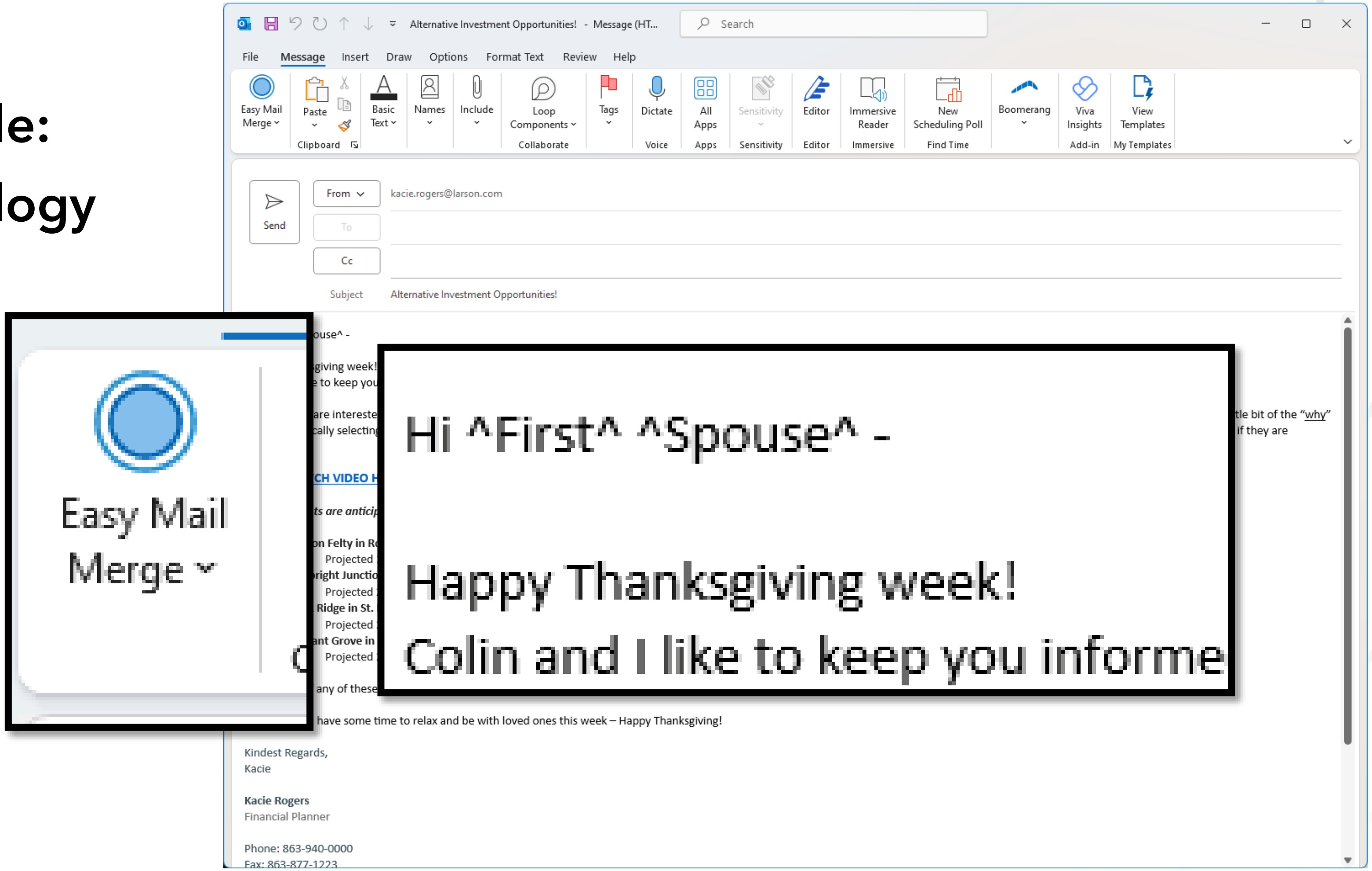
Building a Scalable Plan

Successful Case Studies of Scalable Practices

Example:

Technology



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Application

Answer your "why" and discuss

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Next Session starts at 2:15p

"Building a 7-year Strategic Plan"
with Paul Larson

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