

Case Study Growth Plan

See at a glance how your firm rates in key areas

ANALYSIS RATINGS

(★★★★★)

Legend for Analysis Ratings	
☆	Very Poor Performance
★★☆	Average Performance
★★★★★	Outstanding Performance

Profitability	★★★
Client Productivity	★★★★
Resource Productivity	★★★★★
Risk	★★★★

PROFITABILITY:

- This established firm achieved a Net Profit per Owner working full time of \$752,000 (Page 2) is 4 times average, however, Total Income fell by 12% reported 72% risk income compared to the average of 21%. Your Net Profit per Owner of \$11%. You have reported 72% risk income compared to the average of 21%.

Could you be better rewarded?

CLIENT PRODUCTIVITY:

- Your Income per Active Client of \$1,650 is 57% above the average of \$1,050 (Page 3).
- You appear not to be servicing your existing client base with 0.56 Servicing Appointments per Active Client which is 37% below the average of 0.90 (Page 10), however, Income per Servicing Meeting of \$1,869 is 121% above the average of \$847 (Page 10). 30% of your new business comes from referrals.
- Over the year you had 150 Prospecting Meetings and as your success rate was 33% you generated 50 New Clients per Income Producer at an average Income per Prospecting Meeting of \$1,563. This compares to the average of 33 new clients at \$632 each (Page 10). Your own ratings in the management practices section (Page 18) reveal - Knowing Your Value Proposition (2), Knowing Your Target Market (3), Segmenting Your Client Base (1), Having Well Developed and Effective Referral Systems (2) and Having Well Developed Centres of Influence (2).

Are you making the most of your client base?

RESOURCE PRODUCTIVITY:

- An analysis of your productivity ratios (Page 8) indicates that your Income per Person (\$660,000), Income per Person (\$220,000) and Income per Dollar of Salary (\$148, 90%, and 180% respectively).
- Your Non Salary Expenses per Person of \$75,000 is 18% above the average of \$63,921 (Page 3).

Are you using your resources well?

RISK:

- This established business that has a client base of 5,000, 16% of which are active, has achieved well above average profitability and negative growth in income. Under \$100 million is well above average when we consider the number of Income Producers. 40% of your income comes from ongoing investment trails.
- The business has a total of 10 Income Producers. Your Opinions section indicates that your processes have room for improvement and the lifestyle section indicates that while there are some positive indications, you need to develop a personal maintenance program.

Is your performance sustainable?
Are there things you should be preparing yourself for?

CONSIDERATIONS:

- This highly profitable firm is well placed to reach the next stage of development. You need to establish what you wish to achieve with this business. A reallocation of some funds to the role of each member of your team. This may result in the reallocation of some funds to the role of each member of your team.
- Please read this report in conjunction with the other reports. The manager who is in a position to assist, interpret and prioritise the results and has access to the following: Creating an Effective Organisational Structure, Processes for Key Business Functions, Marketing to Your Existing Clients.

What actions do you need to take to improve the performance of your business? This section provides some things to consider.

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Key Ratios

The Average and High Profit figures are example figures only

	Your Results	Average	High Profit
Total Income	\$1,320,000	\$500,000	\$1,000,000
Net Profit per Owner	\$3,500	\$3,500	\$600
Net Profit per Owner Workhour	\$6	\$6	\$400
Net Profit %	25%	25%	60%
Net Profit after Owner's Notional Salary	\$602,000	\$25,000	\$510,000
Net Profit AONS %	46%	15%	30%
Income per Appointment	\$833	\$833	\$833
Income per Client	\$250	\$250	\$1,000
Income per Active Client	\$500	\$500	\$2,000
Income per Person	\$220,000	\$111,111	\$166,667
Income per Income Producer	\$200,000	\$200,000	\$333,333
Income per Dollar of Salaries Paid	\$1.54	\$1.54	\$3.03
Appointments per Client per Year	0.30	0.30	1.20
Appointments per Income Producer per Year	\$375	240	400
Appointments per Active Client per Year	0.9	1.1	0.9
FUM per Active Client	\$125,000	\$20,000	\$200,000
FUM per Income Producer (\$M)	\$50	\$8	\$33
Clients per Income Producer	2,500	800	333
Active Clients per Income Producer	257	257	313
Financial Plans per Year	120	120	120
Non-Salary Expense per Person	\$26,667	\$26,667	\$26,667
Asset Productivity Ratio	50	50	\$4,900

Are you achieving a good return for each hour you

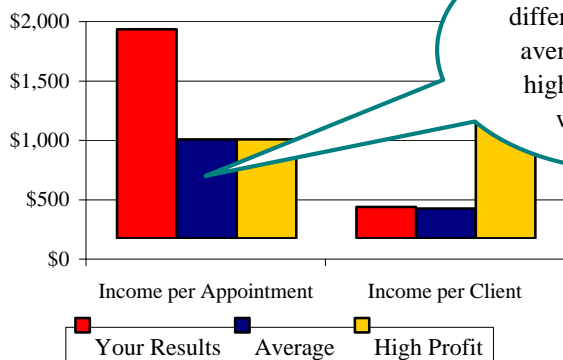
Are you working too many hours?

Could you work your client base better?

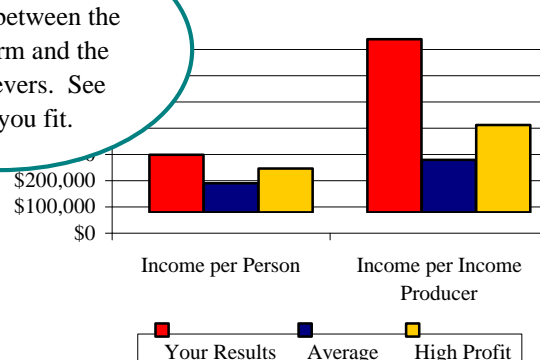
How productive are your human resources?

How efficiently are you servicing your Funds Under Management

Client Productivity



Staff Productivity



See at a glance the difference between the average firm and the high achievers. See where you fit.