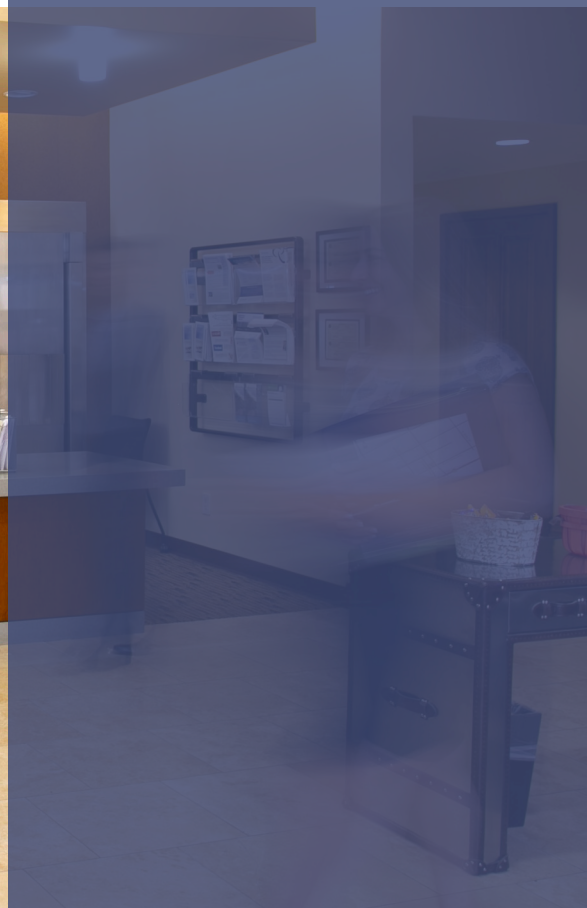


2022

CHATTERTON VTO & THREE YEAR VISION



PROACTIVE CORE VALUES

- Do what is Right
- Have a Genuine Desire to Help Others
- Be Consistent in your Efforts and Have a Positive Attitude
- Be Proactive
- Listen to Understand
- Acknowledgement

Core Focus



Passion

Enriching Lives Together



Our Niche

Helping to create, preserve, and transfer wealth

Marketing Strategy

50+ retirees or those about to retire within 60 miles who value advice and personal relationships.

Geographic Characteristics	Maximum 60 Miles
Demographic Characteristics	Age 50+, about to retire or retired Net Worth - meet the minimum of our investable assets \$200k-over\$1M
Psychographic Characteristics	Values advice and personal relationships
3 Uniques	Integrated advice from professionals in tax, estate, and wealth planning We answer the questions you didn't know to ask Long term relationship with clients and team members
Commitment	We'll be there when you need us



One Year Plan 12/31/2022

Fee-Based AUM	\$1,120,000,000	# of First Impressions	1
Wealth Revenue	\$8,060,000	# of Compliance	2
Tax Revenue	\$500,000	# of Human Resources	1
Net New for 1 Year	\$35,000,000	# of IT	0
Office Locations	1	# of Marketing	4
# of Financial Advisors	4	# of Tax Bookkeeper	1
# of Wealth CAM	4	# of Wealth New Clients per Year	50
# of Tax Preparers	5	# of Wealth Clients Lost per Year	20
# of Tax Coordinators	3	Marketing budget	\$475,000

Three Year Plan 12/31/2024

Fee-Based AUM	\$1,300,000,000	# of First Impressions	2
Wealth Revenue	\$9,500,000	# of Compliance	2
Tax Revenue	\$1,750,000	# of Human Resources	1
Net New for 1 Year	\$40,000,000	# of IT	1
Office Locations	2	# of Marketing	6
# of Financial Advisors	5	# of Tax Bookkeeper	3
# of Wealth CAM	5	# of Wealth New Clients per Year	100
# of Tax Preparers	9	# of Wealth Clients Lost per Year	40
# of Tax Coordinators	6	Marketing budget	\$600,000

Culture

We pride ourselves on a collaborative work environment where we support each other respectfully. Every team member feels seen, heard, and understood. Team members must love the company before the clients can love the company.

Our team members truly want to be here. Not because of the paycheck but because they are making a difference in our clients' lives and their families. Team members want to spend time with each other outside of work because they enjoy each other's company. Team members have an unconditional smile when talking to clients and other team members. Team members have hard conversations while they are assuming the best intentions of their fellow team member. Team members are holding each other accountable for what they are supposed to be doing because it is the right thing to do. Team members can honestly tell their family and friends that they love our company. Team members give more effort than expected because they want to, not because they must, or for a reward. All team members feel seen, heard, and understood.

At Chatterton we are committed to....

- Acknowledging when team members make a difference in our clients' lives.
- Compensating team members well.
- Making the highest priority our team members': health, family, religion if they are religious. These three all come before work.
- Providing coaching and other forms of self-improvement.
- Having a friendly and welcoming environment.
- Having a clear chain of communication including regular mentoring.
- Hiring and retaining the right team members that align with our vision; we hire for the future, not for the present.



Team Member Satisfaction

Our goal is for team members to say:

“ I love working at Chatterton. I enjoy working with our clients and I know we are making a difference. I enjoy doing meaningful work. I am overpaid for the work I am doing. I enjoy working with the other teams and to talk to them about what is happening in their personal and professional life. We have a great work environment. We work hard and have fun together. I just love my job.



Chatterton “A” Team Member

We need “A” team members in every seat, not just “Key” positions.

MINDSET

- They have a “can do attitude.”
- They are friendly to everyone in the building.
- They communicate the real issues without trying to “sugar coat” them.
- They speak up when something could be improved.
- They do what they said they were going to do even after the initial enthusiasm or inspiration wear off.
- They are doing what they don’t want to be doing because that is what the company needs, and it helps others.
- They are not afraid to fail!
- Along with their own courage, they accept that others are trying too and embrace the opportunity to help and encourage others when they ambitiously fail.

SELF-IMPROVEMENT

- “A” team members desire continuous improvement – always wanting to improve and be better than last year.
- They enroll in self-improvement programs and coaching, read self-help books, and attend conferences.
- “A” team members self-reflect and evaluate themselves.
- Team members lead by example.
- They seek honest feedback from others to improve.



WORK ETHIC

- They are trying to do more of their job that has the biggest results for the company. They are focusing on the Top 20% of their job that gives 80% of the best results.
- They are aware and intentional of their time and focus of the most important things that need to get done for the day.
- They model the company core values.
- They focus on what they can control - the process, not the outcome.
- Consistency is more important than intensity. Frequent small steps are better than occasional big leaps.
- “A” team members have Grit and never give up.