

First Page:

The Front Page of the Brochure will include:

Logo, Vertical Design preferred but use horizontal if you feel appropriate

Black or Yellow background preferred for Front/Back Page of the brochure, with a white background on the inside

Slogan of the firm: "Redefining Investment Advice"

For the front page we are looking for a clean, modern, and professional design that catches the attention of the reader.

No canned corporate images, i.e. people sitting around a conference table, etc.

Content to be Included in Brochure (In Order):**Page 2 of Brochure:****An Industry in Transition**

Are you having a difficult time finding the right partner for succession? Are you uninspired by the market's current options? Are you concerned about being acquired and subsequently pushed out the door? You're not alone.

Here are a few things that we hear from advisors who are planning for succession:

- I can't find the right successor!
- I don't want to sell to a large organization and be 'rolled up' into a machine
- I can't find another advisor in my community that shares my culture, philosophy, or communication style.
- I don't want to be pushed out the door. After a transition, I would like the flexibility to determine how much or how little I work.
- I love my employees, but they're either not ready or not able to buy the business.

We are here to help.

We founded Dynasty Advisor Group to address these concerns and help you put together a customized solution that makes sense for you, your clients, and your staff.

Let's take a quick look at your options:

(NOTE: Please insert the attached illustration into the brochure, you can re-organize the 3 images however you like, or leave them as is. The important thing is incorporating the bullet points below into the illustration. For example, if you leave the illustration as is (3 horizontal images) you can put the pros/cons below each image. If you break the images up and make them vertical you can put the pros and cons to the right of the images.)

Consolidator

Pros

- Sufficient Capital for Acquisitions
- Defined Client Experience
- Solid Technology Platform
- Capacity to Add Clients
- M&A Experience

Cons

- A One-Size Fits All Approach
- A Desire to Turn Your Office into a Machine
- Under Qualified or Under Compensated Incoming Advisor
- Investment Philosophy Agnostic
- Primary Focus is Profitability
- Impersonal

Local RIA Firm

Pros

- Part of Local Community
- Personal
- Flexible

Cons

- Cultural, Philosophical, and Communication Style Differences
- Lack of Capacity to Handle New Clients
- Minimal or No M&A Experience
- Age of Acquiring Advisor

Dynasty Advisor Group

- Preservation of Culture, Philosophy, and Communication Style
- Talented and Well Compensated Incoming Advisor
- Incoming Advisor will Maintain Local Presence
- Sufficient Capital for Acquisitions
- Collaborative Client Experience
- Solid Technology Platform
- Unwavering Client Focus
- Capacity to Add Clients
- M&A Experience
- Flexible
- Personal

Page 3 of Brochure:

The Dynasty Difference:

We put **YOU** at the center of the process.

You are the expert, we do not want to impose a client experience, investment philosophy, or planning process on your firm. We provide the raw talent, and we need your help to build them into the successor your clients deserve.

You have a voice, we want you to participate in the strategic direction of the firm and offer a number of ways for you to continue doing what you love.

You, your clients, your staff, and the incoming advisor are the most important aspect of the succession process.

You set the pace, we will work on your timeline. We create personalized solutions based on your succession readiness.

What We Offer

- A successor that your clients deserve and you select. Incoming advisors will have 10+ years of industry experience, a CFA, CFP, CPA and/or MBA with extensive training in capital markets, financial planning, and behavioral communication
- A culture that balances freedom of choice with the responsibility to perform
- The capital backing of a large organization without the associated bureaucracy
- Flexibility, it is ingrained in our culture and a critical element of the succession planning process
- Creative ways to structure the succession plan, we allow you to participate in the upside of the business
- A unique offering for internal succession which equitizes staff and provides you with a fair value for your business
- A well-qualified team with M&A experience across multiple industries
- Centralized investment, operations, and compliance to free up your time to focus on what you love to do
- A true partnership, we offer strategic consulting agreements for advisors who want to continue working in retirement
- A dedicated transition team to help with the integration between firms

Ideal Partner

Finding a firm that shares your values is difficult. We employ a mutual due diligence process to ensure there is a cultural, philosophical and personal fit, we look for advisors who:

- Care deeply about their clients and place client interests above all else
- Engage clients in a comprehensive wealth management process which may include: estate, tax, insurance, social security, and investment planning.
- Utilize investment solutions that provide low cost, tax-efficient, diversified exposure to capital markets
- Understand that behavioral coaching is a critical part of the financial planning process and work to educate clients on the benefits of discipline
- Value mentoring and could potentially take an active role training their successor

If you share some or all of the above characteristics, reach out to us and start a conversation today.

(Include Contact Information)

Patrick Brewer, Founder, 267-252-6681, patrick.brewer@dynastyag.com

Back Cover:

Our Team

Patrick Brewer, CFA, CPA
Founder

Patrick works collaboratively with advisors to formulate successful transition plans. He brings creative insight and deep experience to this niche industry that is sorely lacking in both. Prior to his current role, Patrick worked at Dimensional Fund Advisors where he rose quickly to Regional Director and developed relationships with advisors throughout the Western US. He loved his role at the firm, but became frustrated when some of his closest clients struggled to find the right partner for succession. He witnessed deals implode due to cultural, philosophical, and operational differences and in some cases firms gave up their succession search altogether. He founded Dynasty Advisor Group to make sure advisors find the succession partner they deserve.

Patrick earned a bachelor's degree in Finance from the University of Delaware. He is a Certified Public Accountant and a CFA Charterholder. Patrick enjoys spending time with his wife Debora, traveling internationally, studying foreign languages, and staying active.

Tyler Lang, CFA
Founder

Tyler has over ten years of experience in the financial services industry. Prior to joining Dynasty Advisor Group, he has served as Portfolio Manager and research analyst for

various financial service companies, both large and small. Tyler wears multiple hats for the organization: he leads the portfolio management team, oversees our operations staff and handles the technological integration between firms. He has been involved in multiple Advisor mergers and transitions and understands the challenges that firms face when looking for a succession partner. Tyler grew up in Southern California and earned a BA from Duke University where he studied Public Policy, Economics and German. He holds the Chartered Financial Analyst (CFA) designation.

Tyler enjoys spending his coveted free time with his wife Lori and 4 young children. Tyler's hobbies include martial arts, reading, cooking, and taking interesting MOOC courses.

Evan Lang
Founder

Evan brings over 10 years of M&A experience to Dynasty Advisor Group. His expertise in deal structure, operational management, and corporate finance allow him to design customized succession plans for advisors. Evan is previously experienced in commercial finance, in 1998 he co-founded Nationwide Funding; and serving as President and Managing Member, built a 100+ employee & \$35mm revenue equipment leasing company, which he sold in July 2008. Evan attended UCLA and earned a Bachelor of Arts degree in English Literature while obtaining a minor in Economics and Communications.

Evan and his wife Donna have 4 active young children. Evan's hobbies include competing in triathlons throughout the United States, traveling, gourmet cooking, and spending time with family.