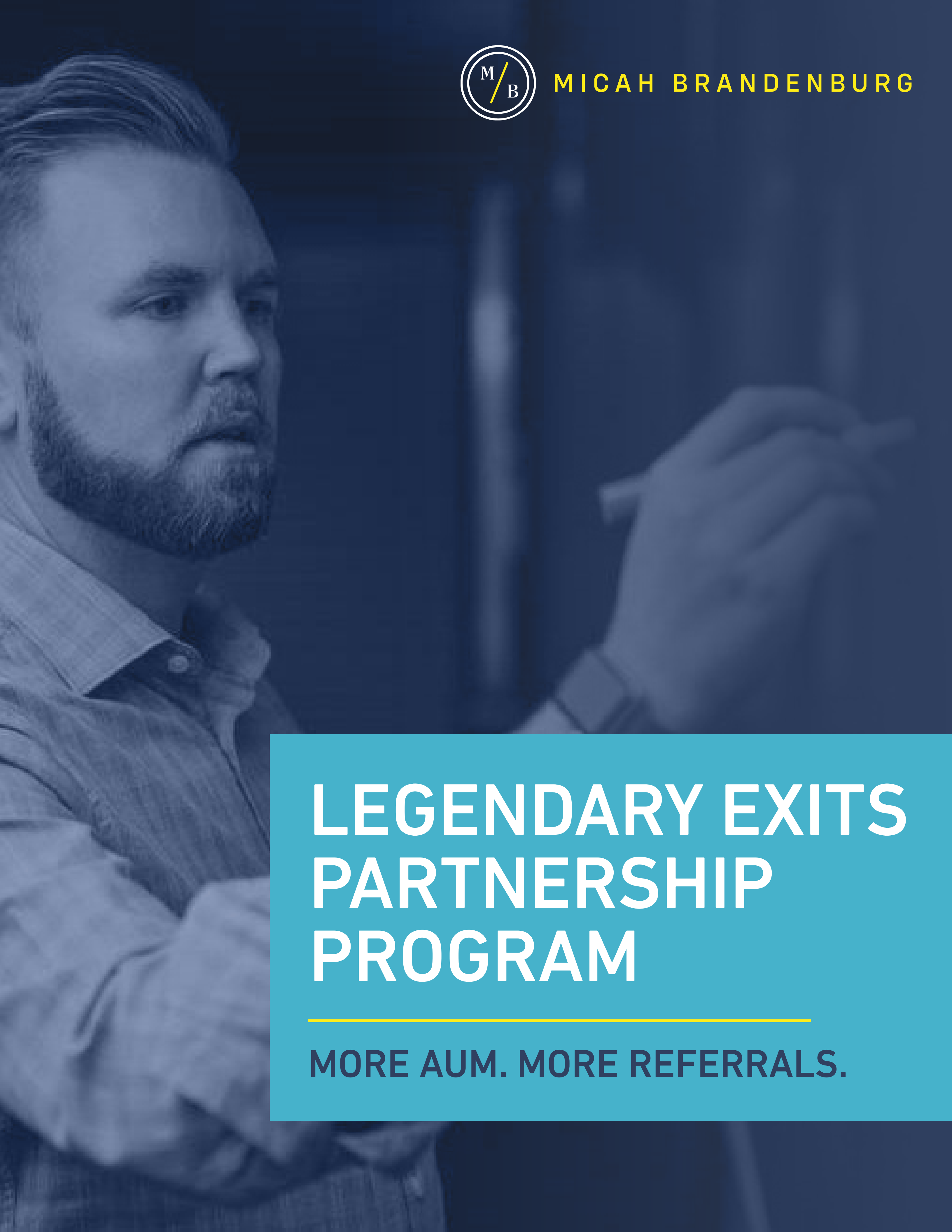


MICAH BRANDENBURG

LEGENDARY EXITS PARTNERSHIP PROGRAM

MORE AUM. MORE REFERRALS.

As a successful Wealth Advisor you've focused your practice on serving high-net worth clients-The top 2% of all business owners in the US.

We've all been told that business owners hold greater potential than any other client type because of the eventual sale of their business and the AUM that you can manage post-liquidity event as wealth advisors.

Unfortunately, this guidance is wrong:

- 70% will fail to sell their business
- 90% (of the 30% who do sell) won't maximize the price and terms
- 30% have less time to prepare than they think they do because of the 5Ds.

The challenges of transitioning a business are significant, optimism and misinformation are the villains in our story. Optimism is a trait of all great Entrepreneurs as they grow their companies, but when they seek to transition a company, it's a bad strategy. That optimism coupled with misinformation crushes the dreams of 70% of business owners. In turn it crushes your dreams of managing their liquidity event as well.

Our Team has developed a turnkey program that **increases likelihood to sell from 30% to 95%+** and maximizes price and terms at time of exit for your client.

The Benefits to your practice are substantial:

- Make it likely that every business owner you advise will have a liquidity event.
- Deliver a differentiated client experience and on that foundation receive more introductions to other business owners from current clients.

We are a solution for your Accounts Management Strategy for current business owner clients. Although that will not be the entirety of your business development strategy, partnering with us will be a powerful and turnkey solution for your firm's growth.

Let's work together to change these outcomes for business owners,

MICAH BRANDENBURG

Value Growth Advisor and President

PARTNERSHIP LEVELS

	EMERGING PARTNER	CORE PARTNER	STRATEGIC PARTNER
QUALIFICATION	Less than 10 clients who are owners with 1MM+ EBITDA/Profit or 20+ employees	10+ clients who are owners with 1MM+ EBITDA/Profit or 20+ employees	100+ business owner clients with 1MM+ EBITDA/Profit or 20+ employees
WHAT YOU GET	1. A Turnkey Solution for Clients 2. Ongoing Educational Resources and Events for You and Your Client.	Emerging partner benefits, plus: 1. Integration into your business with a Partner Strategy Workshop 2. A 90-day Fast Start Program	Emerging & Core partner benefits, plus: 1. Ongoing Quarterly Partnership Workshops 2. Hosting of Exclusive Educational Events for your team and clients 3. Investment into Joint Marketing
ONBOARDING TIME INVESTMENT	5 hours in the first 90 days	6-10 hours in the first 90 days	6-10 hours in the first 90 days
ONGOING TIME INVESTMENT	2-3 hours per month after 1st 90 days		

ENGAGEMENT PROCESS

	EP	CP	SP	Time	
STEP 1	✓	✓	✓	60 MIN	**Partner Growth Call** We'll discuss your firm's growth goals and explain how our turnkey partnership program can generate 3x the amount of liquidity events and double your referrals to business owner clients in 3 hours per month. You'll leave with a copy of our 3 Shocking Stats of Exit Planning and access to our resource library.
STEP 2		✓	✓	90 MIN	**Partner Strategy Workshop** We'll meet with you and any firm leadership to overview our turnkey partnership program, calculate the growth value of a partnership, review our program and engagement process, and integrate 3 key concepts into your existing client processes.
STEP 3		✓	✓	60 MIN	**Monthly Fast Start Call** Strategize and Coach on best practices to get your referral flywheel moving. Training on the 3 Shocking stats that open up more conversations with clients and prospects, Identify webinars and resources to share with clients over the next 30 days.
STEP 4		✓	✓	60 MIN	**Monthly Fast Start Call**
STEP 5		✓	✓	60 MIN	**Monthly Fast Start Call**
STEP 6		✓	✓	60 MIN	**Quarterly Partner Calls** Monthly Fast Start Call Agenda + Schedule Exclusive Client Events + Plan Joint Marketing + Evaluate Partnership Success

PARTNER COMMITMENTS

EMERGING PARTNER

Our Commitments to You:

Provide a Turnkey Solution to help your clients increase their likelihood to sell, maximize their price/terms, and achieve their personal goals. All without the investment of building your own team in-house (500k+ Investment) that does what we do.

- Educate your team of advisors on exit planning for business owners via Resources & Webinars
- Educate your clients on the challenges facing their future transition and offer solutions to address those challenges:
  - Written and Video Resources
  - Webinars
  - 1:1 Exit Clarity Calls

Your Commitments to Us:

- A Commitment to invest your time into educating yourself and engaging your current clients each month (2-3 hours per month)
- Invest 1 hour to get familiar with our process and approach by watching video content after our first call.
- Integrate 3 key questions into your current discovery, planning, and review processes in our second call.
- Identify and Reach out to current clients to inquire about their transition plans within the first 30 days of becoming an Emerging Partner.
- Introduce Clients and Prospects that need our help as you are able

CORE PARTNER

Includes everything from the Emerging Partner level plus:

Our Commitments to You:

- Conduct a Strategy and Integration Workshop on how to ask the 3 core questions that uncover opportunities with business owners
- We provide client specific support for your meetings

Your Commitments to Us:

- Introducing a minimum of 1 client each quarter to our practice to jumpstart your referral flywheel.

STRATEGIC PARTNER

Includes everything from the Emerging Partner & Core Partner levels plus:

Our Commitments to You:

- Invest into Exclusive Marketing Opportunities with you

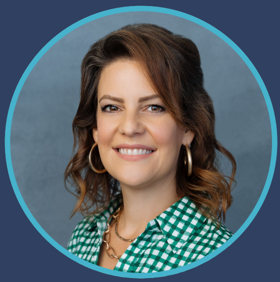
Your Commitments to Us:

- Introducing a minimum of 3 clients each quarter to our practice to jumpstart your referral flywheel.

MICAH BRANDENBURG

Value Growth Advisor and President

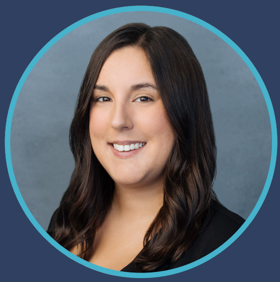
- Structured over 500MM in debt at 2 Global Banks
- Scaled 3 Businesses in the last decade from $4-50MM as CFO or COO
- 3x Inc 5000 CFO
  - #199 in 2023
- Exit Valuations: Up to 20X Increases in Enterprise Value. Up to 50MM in EV Increases for an individual company.



ELISE BRANDENBURG

Partnerships Manager and Co-Founder

- Investor in Growth Companies
- Sales Team Growth that led to a 47MM exit to a public company
- B2B Accounts Management and Partnerships Expert



JENNA SAMPSON

Operations Manager

- Accounting and Finance Background in Growth Companies
- Technology, Process, and Operations Focused
- Part of high-growth teams scaling from 10-50MM in Sales

M/B

WWW.MICAHBRANDENBURG.COM