Legacy Planning Partners

Providing the bridge

from successful advisor to elite business owner

Legacy
Planning
Partners

You have an established career. You're successful. But have you reached your full potential? Or are you limited by a lack of opportunities and support? At Legacy Planning Partners, our people and process let you succeed at an elite level. We know there's a gap between being an advisor and being a business owner. **Our unique advantage provides the bridge.**

Our people and process make a difference

At Legacy, we're not about volume – we're about value. Perhaps that's why we boast 100 percent retention[1] of our experienced advisors.

Our People

Legacy knows that **people join other people, not organizations.** We believe in focusing on high level, significant and valuable activities. By operating with honor, we accomplish great things.

Our people are entrepreneurial, exceptional and ethical.

Entrepreneurial

- We are an advisor-owned professional services firm. Our advisors influence the environment and culture where they run their practices.
- We have no glass ceilings. Legacy has a clearly defined career track that allows ownership by any advisor who satisfies published criteria.
- We have no secrets. Legacy embraces full transparency at all levels of the organization.

Exceptional

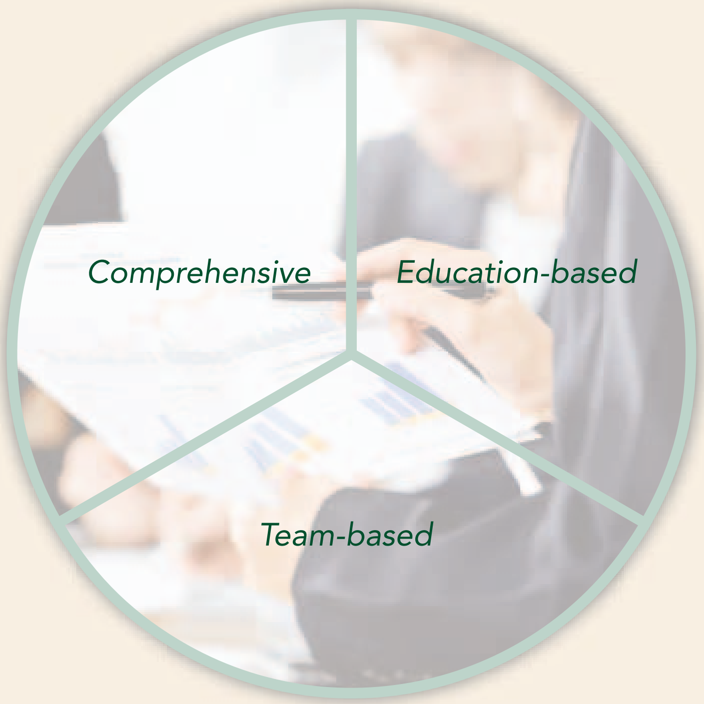
- Our advisors boast high productivity and metrics compared to the industry average.
- We carry some of the most prestigious industry credentials and adhere to the highest ethical standards.
- Legacy's advisors are motivated and accountable. We have team camaraderie and healthy competition.
- Our ideas and best practices are objective and transparent.

Ethical

- Legacy is a firm built on the character of our advisors.
- We are relationship driven, and our focus is on long-term client retention.
- We embody corporate stewardship and have a spirit of community. We're good neighbors.

Our Process

Legacy's process allows clients to work with one advisor for all their financial needs. This approach **allows you to work smarter –** growing your practice and giving your clients a range of strategies. **We are solution driven, not product driven.**



Our process is comprehensive, education-based and team-based.

Comprehensive

- Legacy offers holistic and integrated financial services, including financial planning, that coordinate asset management, risk management, liability and cash flow management.

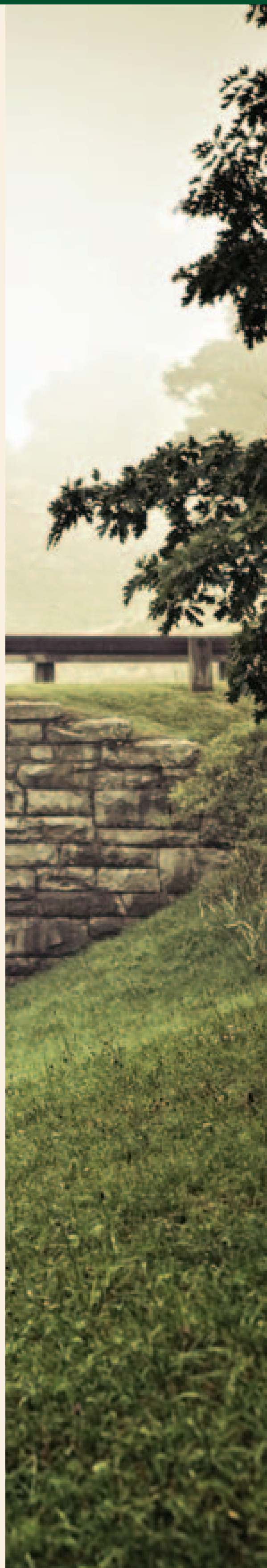
Education-based

- Legacy knows education leads to empowerment and trust – which lead to implementation.
- We believe that an informed and educated client is a satisfied and loyal client.

Team-based

- Legacy's team-based service and support structure brings balance and leverage.
- Our model allows you to do what you do best – build long-term client relationships.
- We give your clients exceptional service by offering scale, specialization, focus and impact.

Separate from a financial planning engagement and an advisor's role as financial planner, an advisor may recommend the purchase of specific investment or insurance products or accounts. These product recommendations are not part of the financial plan and clients are under no obligation to follow them.



A top-performing firm backed by strong partnerships

Legacy Planning Partners is independently owned and operated. We are a fee based financial planning firm providing comprehensive financial advice and services to individuals and businesses. Our staff of credentialed advisors have decades of experience in delivering and coordinating financial services.

Legacy partners with Securian Financial Group. Since 1880, Securian and its affiliates have provided financial security for individuals and businesses in the form of insurance, investments and retirement plans. Together, we deliver a unique combination of traditional, career distribution culture with the entrepreneurial spirit of an independent broker-dealer.

Legacy leverages our relationship with Securian, as well as our other partnerships, to provide scalable value to our advisors.

Grow your business by strengthening relationships

You know how to prospect, and you've built a solid client base. **Legacy will help you maximize those client relationships.**

- Legacy is a leader in the delivery of integrated financial planning – providing quality solutions for business owners and high net worth clients.
- Our advisors are consistently recognized for their superior investment and insurance achievements.
- We are advocates for our clients, our advisors and our community. We will help you work smarter by leveraging our collective expertise.
- Legacy can help you diversify your practice – giving you and your clients integrated insurance and investment solutions.

Our advisors are consistently recognized for their superior investment and insurance achievements.

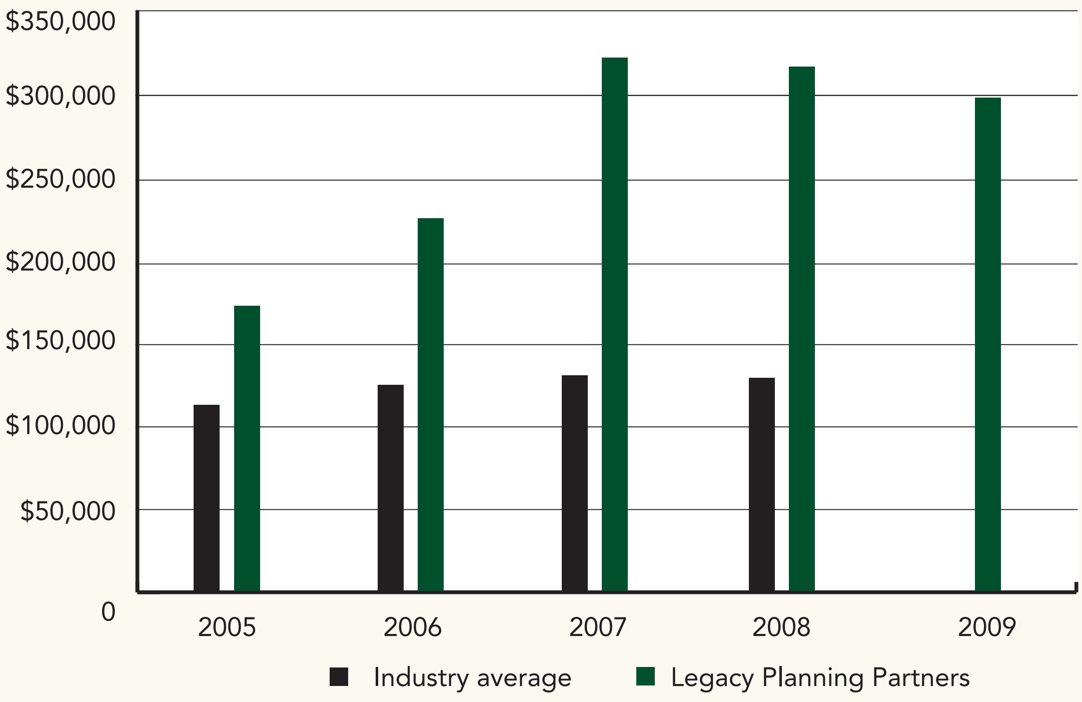
Our entrepreneurial platform puts you in control

As an independent firm, Legacy's advisors enjoy the freedom of owning their own practices and the flexibility to offer competitive products and services from many carriers.

- Legacy has access to hundreds of financial products. This allows our advisors to shop the market for the best client solutions.
- There are no proprietary quotas, and our advisors aren't required to sell specific types of business or products.
- Legacy is not a transaction-based firm. We focus on needs and fee-based strategies.
- As an advisor-owned practice, we believe in the voluntary affiliation of our advisors and our contracts are structured accordingly.

High compensation and quality benefits

Legacy's experienced advisors are far from average and so is their compensation. Take a look at how our advisors measure up to the industry average since 2005.



Source: 2000-2008 LIMRA Agent Production and Survival Reports. 2009 industry average not yet available. Legacy statistics based on full time advisors with five or more years of experience.

Unlike most independent firms, Legacy offers a full suite of benefits including errors and omissions insurance, a 401(k) plan, medical, dental, group life and disability insurance and a pre-tax medical reimbursement account.

Legacy has access to hundreds of financial products. This allows our advisors to shop the market for the best client solutions.

Partnership for growth and succession

To successfully grow your business or transition into retirement, you may choose to bring additional advisors into your practice. At Legacy, we find that successful advisors often don't have the time or resources to recruit, train and finance these additional advisors. That's why we have a four party partnership that provides the tools and financing necessary to expand your practice.

Structured and dedicated transition support

Leaving your current firm can be a big decision. We strive to make the transition as seamless as possible. A dedicated team will provide step-by-step guidance customized to your business.

- Before you join Legacy, we will provide a comprehensive business consultation that identifies growth strategies and helps you develop a business plan.
- Your transition starts right away, with a goal of being fully operational within 90 days.
- We offer marketing, product, technology, staff, compliance and broker-dealer support.
- We understand non-compete agreements. We help you transition as much of your practice as possible while respecting your privacy and helping maintain your legal obligations.

Join an elite group

There are many opportunities in the financial services industry today. But few have the people and process in place to help take your business to an elite level. Legacy Planning Partners offers the right balance between building something for yourself, but not by yourself. If you're ready to cross the bridge from advisor to business owner – contact Legacy's Recruiting Coordinator today at 484-534-2654, extension 227.

Legacy partners (from left) Chris Hackley, Chris Benfer and Jan Graybill.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[1]From 2005-2009, 100 percent retention rate of advisors with five or more years experience. Around 47 percent of Legacy Planning Partner's advisors had five or more years of experience in 2009.

Legacy Planning Partners is independently owned and operated. Securities and Investment Advisory Services offered through Securian Financial Services, Inc. Member FINRA/SIPC.

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