



WHAT IS

WEALTHCARE DIRECT

Wealthcare Direct is a service expansion of our complete outsource solution for advisors. This is an extension of our support model that will allow our advisors to create leverage and scale their practice.

► The Problem

- Advisors often “max out” their current book of business due to time constraints
- Too many advisors fail to segment their book of business in order to focus on their most profitable relationships
- Servicing lower tier clients can be a drag on growth but ignoring them is a regulatory risk
- Some advisors want to grow, some want to cut back...each have challenges
- Traditional solutions to this issue increase fixed costs which can become a real problem when markets decline

► The Wealthcare Direct Solution

- Allows advisors to focus on higher margin and most impactful client relationships
- Allows advisors to focus on what is most important and find time to prospect, meet with current and future upper tier clients
- Provides better service model to smaller, lower tier clients while advisor gets back valuable time and still makes revenue off the client
- Provides a planning and investing solution for non-ideal prospects who are not a good fit for your business
- Allows advisors to build a practice with leverage



► The Process

ADVISOR:

- Identifies Wealthcare Direct prospect/client
- Explains Wealthcare Direct to prospect/client
- Gets client/prospect's agreement to proceed and closes business by:
 - completing paperwork
 - Referral
 - » complete WCM Client Agreement with WC Direct as IAR
 - Transfer
 - » If existing WCM client, complete new Exhibit A
 - » If existing WCAP client, complete WCAP new exhibit A
- Completes referral form
- Submits referral form and client paperwork to wealthcaredirect@wealthcarecapital.com
- Advisor receives ongoing revenue share only while both the client and advisor are with Wealthcare. Payout is on all client household accounts (referred or added).

WEALTHCARE DIRECT TEAM:

- Assumes the role of primary advisor. Client now belongs to Wealthcare Direct and advisor loses sight in GDX360, custodian, and Orion
- Purchases the client relationship through an ongoing revenue share
- Delivers Wealthcare planning and investing in a way that ensures the consistent delivery of the Wealthcare approach
- Bills on all Assets Under Advisory



What makes a good PROSPECT?

