



Building a Financial Advisor Practice Acquisition Marketplace

Three Steps to AUM Growth

2025



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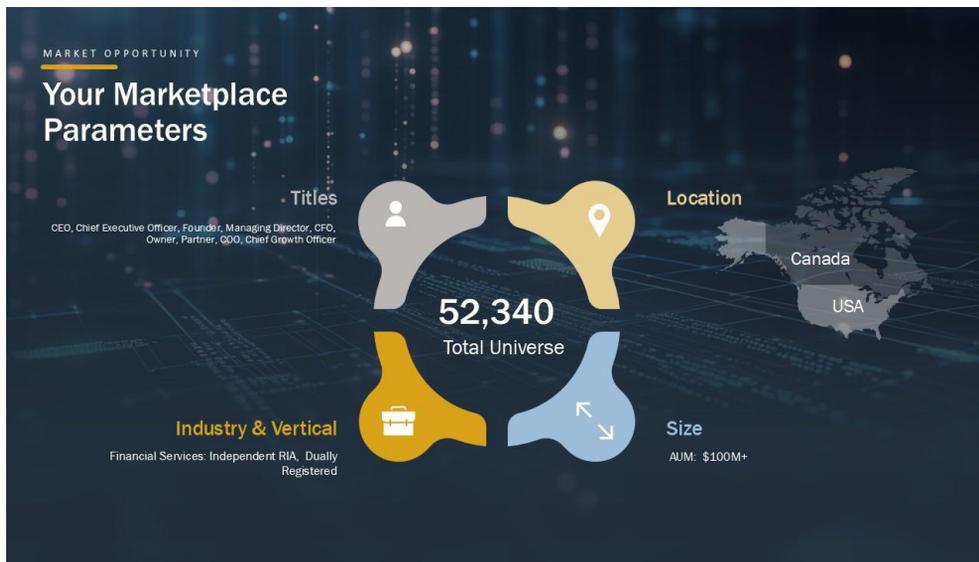
Introduction

ProspectIQ.ai uses AI to help buyers of financial firms establish bespoke marketplaces where they can identify, interact and book appointments with the leaders of financial advisory firms that are looking to be acquired. Specifically, we have followed a three step process to ensuring that you can book the exact number of appointments your sales team needs to make your growth forecast.

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Step One: Our Financial Advisor Leadership Universe.

First, we have created a data universe filled with the leaders of financial advisory firms that might be interested in being acquired. Today, this universe contains over 50,000 senior executives.





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Step Two: Identifying Pick-up Patterns and Acquisition Signals

Second, we use our AI engine to identify the firms and executives in that universe that are most likely to pick up their phone, learn about your solution and also transmit signals that they are interested in being acquired. Today, there are over 7000 executives that our AI engine has determined would be willing to speak about your platform.

MARKET OPPORTUNITY

Your Market Place Phone Reach Rates

Based on your defined ICP, our AI Engine has profiled your current market opportunity and determined the number of prospects that will answer a phone call.

Phone Reach Rate Summary

7,589

Number of Phone Pickups





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Step Three: Activating the Marketplace

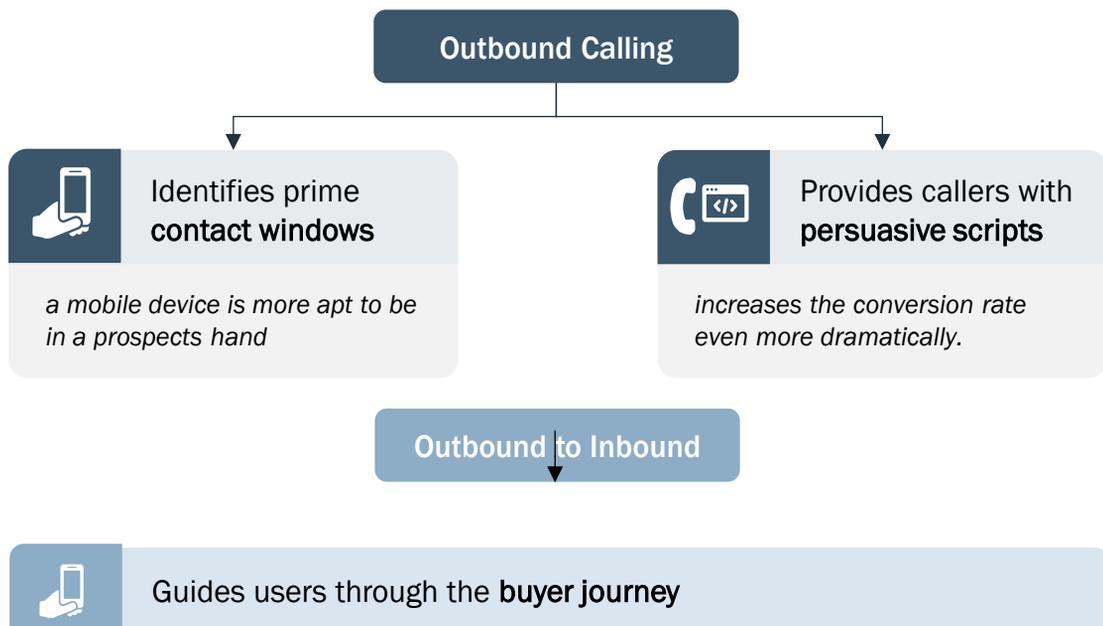
The third step is to activate the marketplace for your firm. We do this in two ways:

1. Outbound Calling:

- Our AI Engine knows who to call and when to call your best targets so they answer the phone at a 25-50% rate rather than the traditional 1% rate.
- Our AI Engine tells the caller exactly what to say so that they are incredibly persuasive.

2. Outbound to Inbound:

- When prospects say no to an appointment, our callers pivot and get the prospect to opt in to more information.
- Then we can or you can nurture them through their own self guided sales journey so they book an inbound appointment when ready.
- It's a verbal, one to one ad that has a super high conversion rate and creates true sales qualified leads.

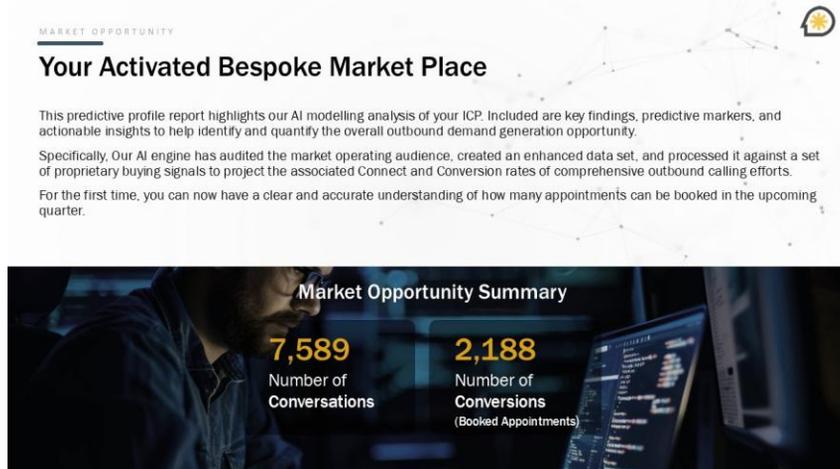




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Activating the Marketplace (Cont.)

The practice acquisition marketplace is extremely deep and vibrant with an incredible amount of activity taking place. Our AI engine predicts that there are over 2000 appointments available to purchasers of advisory firms.



Performance To Date

In the past quarter, the Financial Advisor Practice Acquisition Marketplace has delivered incredible results for market participants. See below for a summary.

