

At JLFranklin Wealth Planning, we have a defined career path for Wealth Advisors. Our financial planning career ladder comports with designations set within our industry by the CFP Board and includes five rungs: Support Advisor, Associate Wealth Advisor, Associate Wealth Manager, Lead Advisor, and Partner. The tables on the following pages break down the distinctions and duties of each position.

### RUNG I: SUPPORT ADVISOR (ENTRY-LEVEL)

<b>Client Responsibilities</b>	Gather and maintain client data Enter client information into various systems, including financial planning and CRM Assist the Operations and Investment Groups with client onboarding Answer routine client questions and service requests
<b>Team Responsibilities</b>	Be a great teammate
<b>Firm Responsibilities</b>	Understand and support the firm’s vision, mission and strategy Engage in teamwork and teambuilding and integrate into the culture of the firm
<b>Growth Responsibilities</b>	Support Lead Advisors and Principals by creating presentations and materials for business development meetings
<b>Degrees and Designations</b>	Bachelor’s degree
<b>Typical Experience</b>	Zero to three years
<b>Performance Measures</b>	Mastery of technical skills Expertise in software packages Completion of education and achievement of degrees and designations
<b>Skills Required</b>	Core knowledge of financial industry, financial products and financial planning concepts Knowledge of the firm’s financial planning and other core systems Ability to perform basic financial analysis
<b>Skills Being Developed</b>	Knowledge of planning areas including financial planning, investments, budgeting, taxes, risk management and estate planning Knowledge of technology solutions used by the firm
<b>Compensation Range</b>	Total compensation ranges between \$47,000 and \$62,000 with a median of \$55,000 Salaries and incentives are the primary compensation method

## RUNG II: ASSOCIATE WEALTH ADVISOR

<b>Client Responsibilities</b>	Draft financial plans Perform asset allocation analysis necessary for client onboarding and portfolio reviews Create custom analyses of financial decisions Prepare presentations and other materials necessary for client meetings Perform research of investments that clients currently hold or may hold Answer routine client questions and service requests
<b>Team Responsibilities</b>	Train Analysts on the process, tools and methodology used by the team
<b>Firm Responsibilities</b>	Understand and support the firm's vision, mission and strategy Engage in teamwork and teambuilding and integrate into the culture of the firm
<b>Growth Responsibilities</b>	Support Lead Advisors and Principals by creating presentations and materials for business development meetings Attend business development meetings with Principals or Lead Advisors and take responsibility for follow-up tasks
<b>Degrees and Designations</b>	Bachelor's degree
<b>Typical Experience</b>	Two to five years
<b>Performance Measures</b>	Development and mastery of technical skills Completion of education and achievement of degrees and designations
<b>Skills Required</b>	Mastery of the financial planning process Expert user of all of the technology utilized by the firm Knowledge of the firm's planning and service process
<b>Skills Being Developed</b>	Knowledge of planning areas including financial planning, investments, budgeting, taxes, risk management and estate planning Communicating with clients in an effective manner
<b>Compensation Range</b>	Total compensation ranges between \$59,000 and \$75,000 with a median of \$68,000 Salaries and incentives are the primary compensation method

### RUNG III: ASSOCIATE WEALTH MANGER

<b>Client Responsibilities</b>	Draft and deliver financial plans for review Implement financial plans under the supervision of Lead Advisor/Principal Work on financial plan implementation Participate in client meetings, deliver presentations and answer questions Take the lead on answering routine client questions and take clients through routine reviews
<b>Team Responsibilities</b>	Assign projects to Support Advisors and Associate Advisors and supervise quality and timeliness Coach and deliver feedback to Support and Associate Advisors Train Support and Associate Advisors on process and methodology
<b>Firm Responsibilities</b>	Understand and support the firm's vision, mission and strategy Participate in the completion of strategic initiatives and projects
<b>Growth Responsibilities</b>	Support Lead Advisors and Principals in their marketing and business development efforts Attend and contribute to business development meetings Learn about the firm's target markets and choose a target market or specialty Contribute to the marketing efforts of the firm Improve the referral stream through exceptional client service
<b>Degrees and Designations</b>	Bachelor's degree, CFP® certification
<b>Typical Experience</b>	Three to seven years
<b>Performance Measures</b>	Number of clients serviced as "Associate Advisor" Number of clients serviced and revenue as "Lead Advisor" Completion of goals set by the firm
<b>Skills Required</b>	Expertise in client service Mastery of the firm's service and compliance process Project management of client assignments Communication with clients and internally within the team
<b>Skills Being Developed</b>	Leading client relationships and communicating with clients in an effective manner Becoming a recognized professional expert Managing a team and coaching and developing others

## RUNG IV: LEAD ADVISOR

<b>Client Responsibilities</b>	Manage client relationships, identifying and meeting client needs Develop and present financial plans to clients Oversee the implementation of financial plans
<b>Team Responsibilities</b>	Lead a team and manage the responsibilities and performance within the team Actively work to recruit the professionals needed for the team Resolve conflicting priorities and allocate resources within the team Coach and develop team members
<b>Firm Responsibilities</b>	Engage with the firm's strategic planning process and contribute to key initiatives Participate in firm committees Contribute in every way to making the firm better
<b>Growth Responsibilities</b>	Attract new clients to the firm Elicit referrals from existing clients through exceptional client service Work with the firm to develop a personal marketing plan Participate in strategies to develop a niche or specialty market Build a network of business contacts in the target market
<b>Degrees and Designations</b>	Bachelor's degree, CFP® certification
<b>Typical Experience</b>	Five to 10 years
<b>Performance Measures</b>	Revenue responsibility and new revenue developed Client retention and satisfaction Execution of marketing plan and other strategic projects Development of the careers of those supervised and mentored
<b>Skills Required</b>	Managing client relationships Managing a team Providing feedback and improving the performance of other professionals Developing new business through referrals and marketing
<b>Skills Being Developed</b>	Business development Mentoring, coaching and developing others Contributing to the strategic initiatives of the firm
<b>Compensation Range</b>	Total compensation ranges between \$125,000 and \$262,000 with a median of \$163,000 The position is typically paid with salary and incentives.

## RUNG V: PARTNER

<b>Client Responsibilities</b>	Manage premier client relationships (i.e., the most complex and largest in size) as Lead Advisor/Partner Consult with Lead Advisors/Partners on complex cases
<b>Team Responsibilities</b>	Manage a team or potentially multiple teams Coach Lead Advisors/Managing Directors and Service Advisors on team management skills Manage capacity in a team, group or department and initiate recruiting
<b>Firm Responsibilities</b>	Lead by example and live the values of the firm Engage with the firm's strategic planning process and contribute to key initiatives Work to communicate and clarify the firm's vision and values to the team Participate in firm committees Contribute in every way to making the firm better
<b>Growth Responsibilities</b>	Attract new clients to the firm Have robust business network, including sources of referrals and influencers in the target market Lead the execution of a marketing plan coordinated with the firm Lead the strategy for growth in a niche or specialty market Mentor and train others on how to contribute to the growth of the firm
<b>Degrees and Designations</b>	Bachelor's degree, CFP® certification, recognized as an expert
<b>Typical Experience</b>	Seven years or more
<b>Performance Measures</b>	Client retention and satisfaction and number of complex and largest clients New revenue developed Execution of marketing plan and other strategic projects Development of the careers of those supervised and mentored
<b>Skills Required</b>	Recognized top-level professional expertise and niche market or specialty service expertise Mastery of client relationships and an established business development track record Ability to manage a team and mentor professionals Sound business judgment on matters of policy and procedure
<b>Skills Being Developed</b>	Leadership abilities Improving mentorship, coaching and business development skills
<b>Compensation Range</b>	Total compensation ranges between \$185,000 and \$316,000 with a median of \$247,000 The position is typically paid a percentage of the revenue for which the professional is responsible, or paid with salary and incentives