
edge
PARTNERS
SCALABILITY. EXPANSION. GROWTH.

WHO WE ARE

WHO WE ARE

RIA GROWTH EXPERTS

We are an active partner in driving growth and valuation for wealth management firms. We identify and invest in companies exhibiting growth potential and then we partner with them to execute their growth vision.

WHAT WE DO

WHAT WE DO

RIA GROWTH STRATEGY

We design and execute a custom growth plan through an active and *true partnership*.

EDGE PARTNERS

WHAT WE MEAN BY

TRUE PARTNERSHIP

We acquire a minority non-controlling equity stake in your RIA to ensure active collaboration towards the same goals.

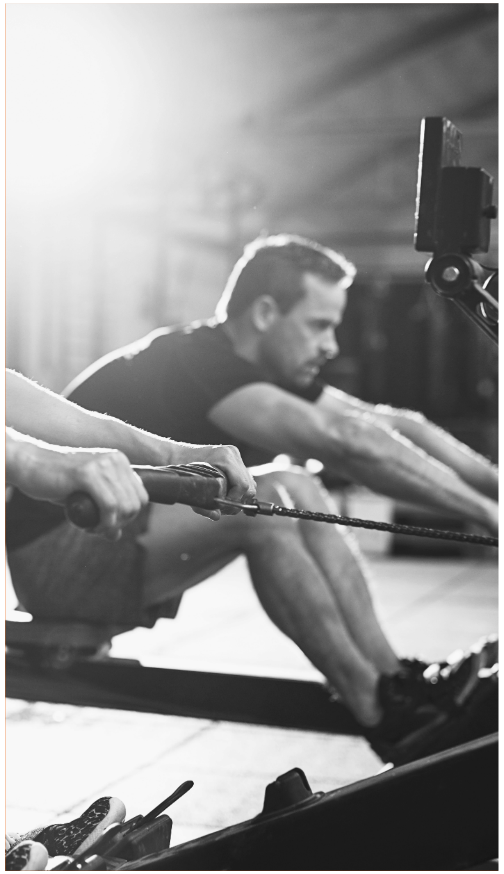
HOW WE DO IT

OUR PROCESS

OUR PROCESS

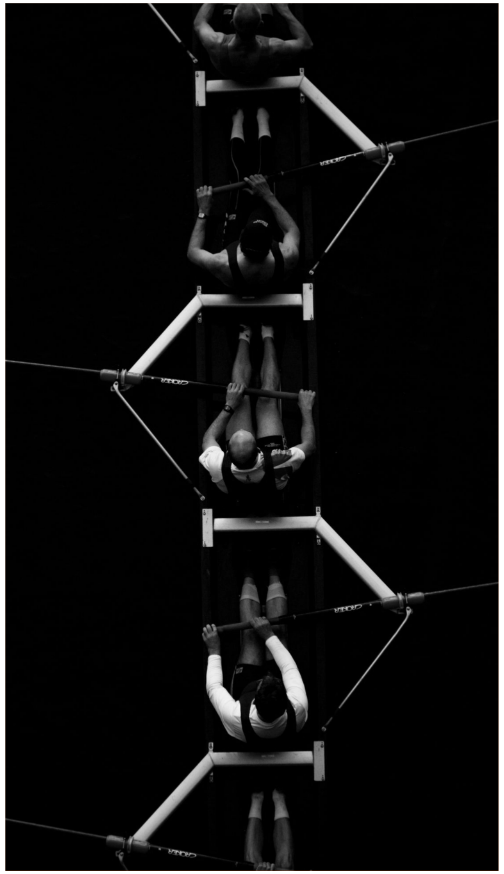
3-PHASE METHODOLOGY

A balance between organic and inorganic growth strategies.



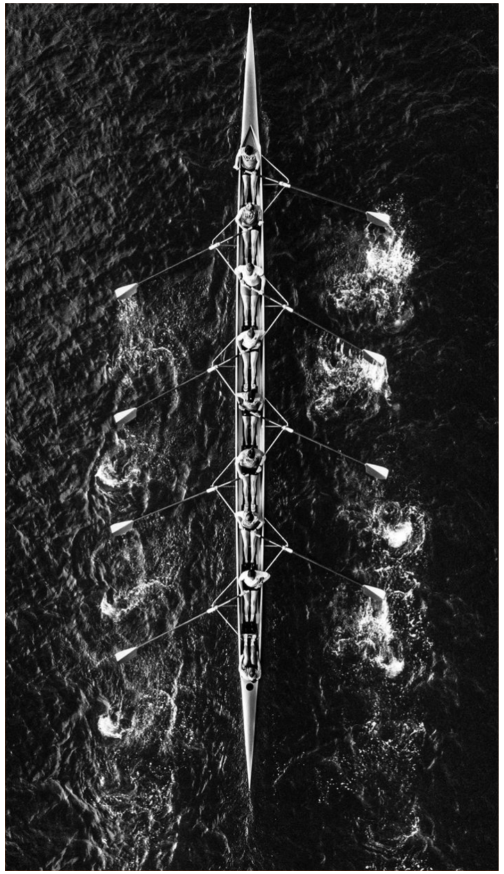
1) SCALE

We optimize your RIA for scalability with operational and infrastructural upgrades while increasing productivity and efficiency.



2) EXPAND

We identify and capitalize on underlying revenue streams, while expanding service offerings.



3) GROW

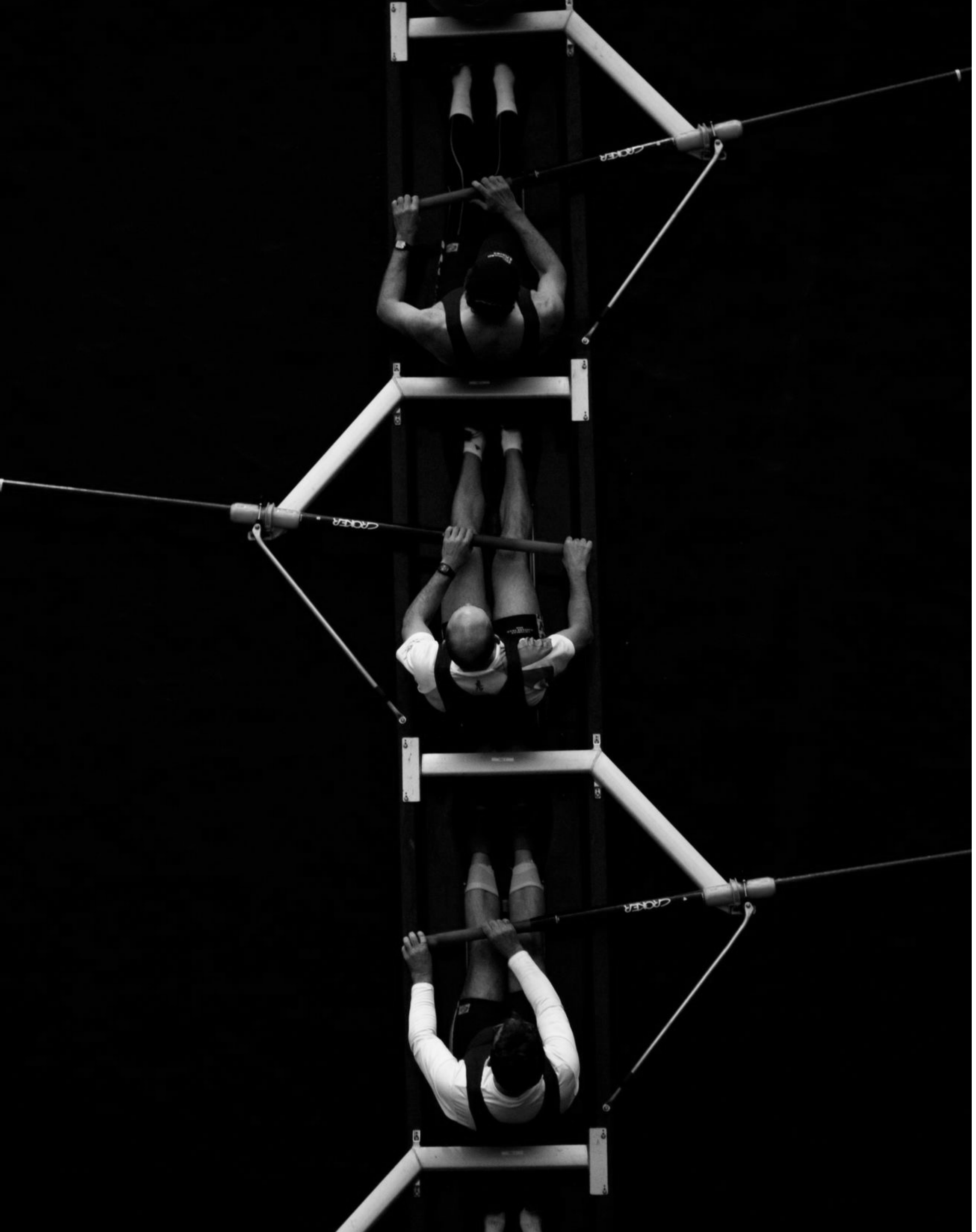
We develop, plan, and execute organic and inorganic strategies.

PHASE 1

SCALE

We lay the foundation, so your firm is primed to capture and achieve growth.

- Upgraded technology and infrastructure provides the operational efficiency required to support accelerated growth.
- Sourcing premier vendor solutions helps build a robust tech stack, to enhance the capabilities available for advisors.
- Through a meaningful upgrade in your operational capacity, your RIA will transform into a more attractive destination for clients, advisors and partners alike.



PHASE 2

EXPAND

We identify new revenue streams and expand your service offerings to benefit both your clients and your advisors.

- An expanded set of offerings will benefit clients by providing integrated, holistic, services for every aspect of their financial needs.
- In expanding your services, the firm will increase wallet share and realize new revenue from both current and future clients – every client relationship becomes more valuable to the firm.
- Delivering new service offerings and capturing new revenue streams will increase margin and the long-term valuation of the business.

PHASE 3

GROW

We diligently and actively execute organic and inorganic growth initiatives to accelerate your firm's growth.

- We seek out, orchestrate, and oversee accretive inorganic growth opportunities ranging from M&A, to advisor recruiting programs, to strategic partnerships
- We execute post-acquisition growth strategies to capture ROI
- We deliver an integrated organic growth program to ramp up client acquisition through brand awareness initiatives, lead nurturing campaigns, content creation, and digital marketing

OUR VALUE

HOW WE CONTRIBUTE THE PARTNERSHIP

OUR VALUE OVERVIEW

SUBJECT MATTER EXPERTISE

We have the experience & expertise to transform your business.

- **Operational Lift:** We don't just provide the strategic game-plan, we have the team to execute it and achieve scalable growth.
- **Organic Growth:** A comprehensive marketing campaign that tells your brand's story, strengthens relationships and partnerships.
- **Inorganic Growth:** We source and execute strategic opportunities – Mergers, Acquisitions and Tuck-ins, to rapidly accelerate your firm’s growth.

OUR VALUE (CONT.)

OPERATIONAL LIFT

We provide the strategic game plan plus complete execution support to achieve your growth vision.

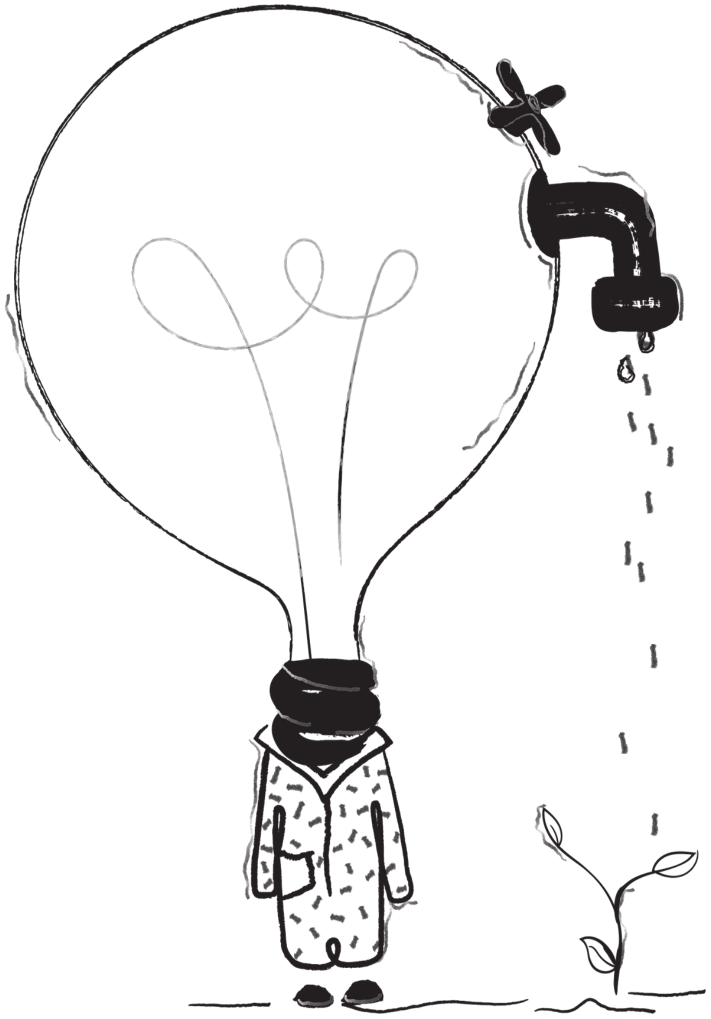
- **Leadership Advisory:** Let us be your sounding board. We help you think through and develop the long-term vision of your firm.
- **Project Management:** We assess, recommend, and help you execute key infrastructure and process improvements, in active collaboration with your leadership and operations team.
- **Human Capital:** More than just strategy, our team executes the initiatives needed to achieve milestones.

OUR VALUE (CONT.)

ORGANIC GROWTH

A robust marketing and communications strategy in support of lead referrals programs and COI nurturing.

- **Brand Development:** Shape a compelling narrative that resonates with your target audience and potential partners.
- **Brand Awareness:** Boost your digital presence and gain relevance in a competitive landscape.
- **Marketing Strategy:** Design and execute communication campaigns to engage clients and harvest new opportunities.



OUR VALUE (CONT.)

INORGANIC GROWTH

We plan and execute strategic deals and partnerships expanding your reach, territory, and AUM.

- **Advisor Recruitment:** We identify, qualify, attract and secure profitable partnerships with the right advisory professionals.
- **M&A Deal Execution:** We combine rigorous attention to detail in deal structuring and due diligence with a cohesive communication plan and project plan to support all transactions.
- **Strategic Deal Execution:** We source, target, and establish reciprocal partnerships and implement referral programs with key partners.

OUR TEAM

OUR TEAM

LEADERSHIP

CEO & FOUNDER

JONATHAN MANELA

While being a successful financial advisor for about a decade, Jonathan decided to step back to look at the big picture. He noticed that besides the needs of his clients, there was an even more significant need from RIA firms to put systems in place that helped them grow and scale beyond client acquisition.

To satisfy this need industry, he selected a team to help him dissect these opportunities and turn them into actionable plans that provided results. In 2015, that team became Edge Partners. Jonathan's team has helped countless RIAs think through the strategic direction of their businesses and achieve scalable, sustainable growth.

OUR TEAM (CONT.)

CORPORATE DEVELOPMENT & STRATEGY

Our team brings together subject matter expertise in practice acquisition, deal structure and execution, institutional asset management solutions, and project management.

MATT HEITMAN

VP Corporate Development

Sources and analyzes acquisition opportunities and strategic partnerships.

ROBERTO STEVENS

Corporate Development

Works with partners generating value through inorganic growth opportunities such as acquisitions and monetization events.

GARRETT PAOELLA

Lead Strategist

Advising on the development and successful deployment of asset management solutions.

OUR TEAM (CONT.)

BUSINESS DEVELOPMENT

PATRICK MITCHELL

Managing Director Of Business Development

Responsible for identifying relevant opportunities in the markets he serves.

ELLIOT BAUER

Director of Advisor Search

Helps financial advisors explore the current landscape and add significant value to their businesses.

JOHN MIKHAEL

Business Development Manager

Connects growth-oriented, client-centric advisors with the right teams.

OUR TEAM (CONT.)

MARKETING

Our in-house marketing team shapes a compelling narrative in all phases of your firm's growth plan; whether that is a complete re-branding, a lead generation campaign, or an M&A client communications package.

SILVIA ROA-MADAN

Chief Marketing Officer

Designs, develops, and oversees comprehensive growth-driven marketing initiatives.

CHRISTOPHER PHELPS

Marketing Coordinator

Supports the execution of all marketing plans and manages digital content.

CASE STUDY

CURRENT PARTNER CASE STUDY

MILESTONES BY AUM

This partnership began at $280MM AUM in 2019. Two and a half years later, we remain as active and driven in this partnership as day one.

$280MM

We acquired a minority stake and devised a custom growth plan.

PARTNERSHIP BEGINS

$465MM

We expanded offerings, upgraded operations, implemented new tech stacks, and recruited new advisors.

YEAR 1 - SCALABILITY PHASE

$710MM

We broadened revenue streams, established an in-house asset management vertical, and expanded reach through partnerships M&As.

YEAR 2 - EXPANSION PHASE

$1B

Our marketing team and business development teams are working together in growth-driven relationship nurturing initiatives.

YEAR 3 - GROWTH PHASE

$5B

We ultimately seek a full monetization event, so that we can leave a legacy and exit the industry in triumph.

YEAR 5 - EXIT GOAL

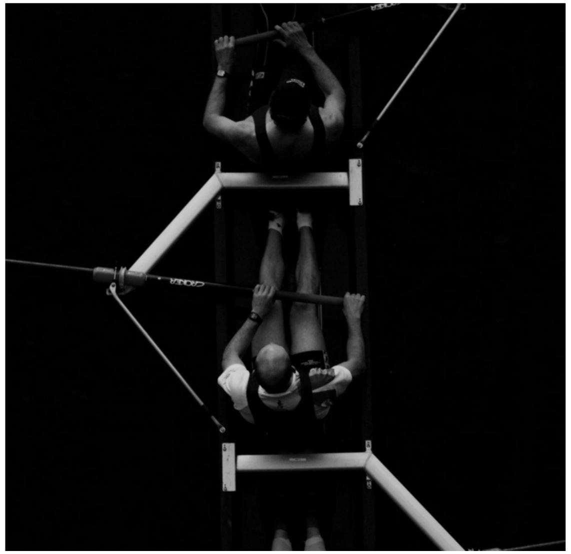
CURRENT PARTNER CASE (CONT.)

MILESTONES PHASE BY PHASE

Our process in practice.

YEAR 1: SCALABILITY

We worked with leadership to formulate and action a long-term plan beginning with an infrastructure overhaul to prepare for future growth.



YEAR 2: EXPANSION

We established an in-house asset management vertical and acquired a CPA firm expanding our service offering for each client.

YEAR 3: GROWTH

We are accelerating growth through combined organic and inorganic strategies in tandem.

YEAR 5: POTENTIAL EXIT

We're committed to reaching our milestones and finding an exit opportunity when we achieve an enhanced valuation and IF our partners are ready to monetize.

CURRENT PARTNER CASE (CONT.)

MILESTONES BY THE NUMBERS

Approx.
6,000
Hours Invested

We've worked with leadership on strategizing, consulting, planning, and executing growth initiatives.

Plus
$430MM
AUM

In less than 3 years, our efforts have led to the addition of half a billion in AUM.

Approx.
367%
Revenue Growth

We have driven growth via new revenue streams and service expansion.

Cash Flow Up About
5x

Our efforts of scaling, expanding and growing have increased the profitability and value of the firm.

THE POSSIBILITIES

OUR COMMON GOALS

THE POSSIBILITIES

COMMON GOALS & POTENTIAL OUTCOMES

As your equity partner, it's in our best interest that your firm reaches the established milestones of sustainable expansion, scalability, and growth.

VALUE CREATION

Increase enterprise value by diversifying your firm's revenue streams and expanding its offerings to benefit both clients and advisors

MARGIN GROWTH

Increasing wallet share and improving operational efficiency will yield better margins and increased free cash flow.

AUM DRIVE

Grow AUM efficiently and ensure that top-line growth coincides with bottom-line profit growth and excellence in client service.

INDUSTRY LEADERSHIP

Transformations in technology, service offerings, and client experience will set you apart from competitors and establish your firm as a premier destination for clients and advisors.

THE POSSIBILITIES (CONT.)

MONETIZATION EVENT

When—and if—the time is right, step away from the day-to-day responsibilities of running the firm and monetize your equity—or don't! The choice is yours.


edge
PARTNERS
Thank you.

YOU'VE HEARD FROM US

We want to hear from you.

203-769-7238

mheitman@edgepartner.com

www.edgepartner.com

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