

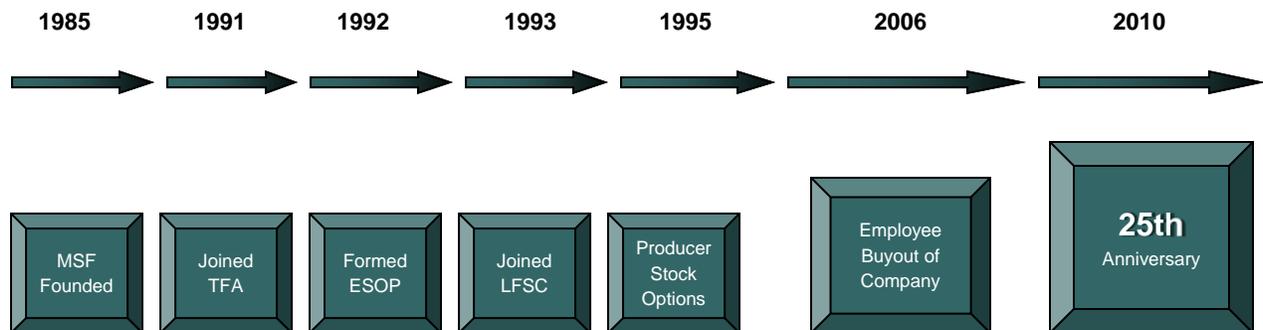
MARKETSHARE FINANCIAL®

BE A PART OF THE PRIDE



Welcome to the **Pride**

MarketShare Financial® is an **employee** and **producer owned** financial service marketing organization. We align ourselves with high achieving financial advisors to form one of the most powerful producer groups in the industry. Since opening its doors in 1985, MarketShare has made a significant impact on the lives of many successful financial professionals. We are extremely proud of our heritage.



Today, financial professionals and planners need to have access to multiple companies to satisfy their customers' demands. MarketShare is the **SOURCE** for individual producers to become great performers by leveraging the collective intelligence, resources and advocacy of all our advisors. Our strength is in our numbers!

When you choose to work with MarketShare, you are selecting a group of highly professional marketing and sales individuals who are always striving to provide the highest level of service. We are large enough to be efficient and effective, yet small enough to be responsive and have a personal relationship with every producer. We have established a reputation for providing our producers the tools necessary to increase their earnings substantially over the course of a few short years.

Are you committed to success? We are!

Thomas E. Reece
Chairman & CEO

David G. Ball
President

Pride in **Ownership**

The centerpiece of our corporate culture revolves around our

Employee Stock Ownership Plan (ESOP).

Ownership by our employees and our producers drives our operational and strategic decisions on a daily basis. We take great efforts to make sure that, in everything we do, the success of our **producers** and our **company** are priority #1.

See how our organization differentiates itself through our:

Pride in **E**xperience

Pride in **S**olutions

Pride in **O**pportunities

Pride in **P**artnership

Pride in Experience

At MarketShare Financial®, our goal is to offer the best sales solutions, products, services and support to independent financial service representatives who are committed to satisfying the financial objectives of their clients.

To keep MarketShare at the forefront of our industry, we maintain a keen awareness of emerging trends in order to anticipate and exceed our clients' needs and expectations. Our strategic initiatives build strong interdependent partnerships, as well as establish a synergistic, team building, highly motivated, goal-oriented environment. This environment enables our advisors and employees to grow, both personally and professionally, as well as participate in the financial growth of our company because we acknowledge that they are our **greatest assets**.

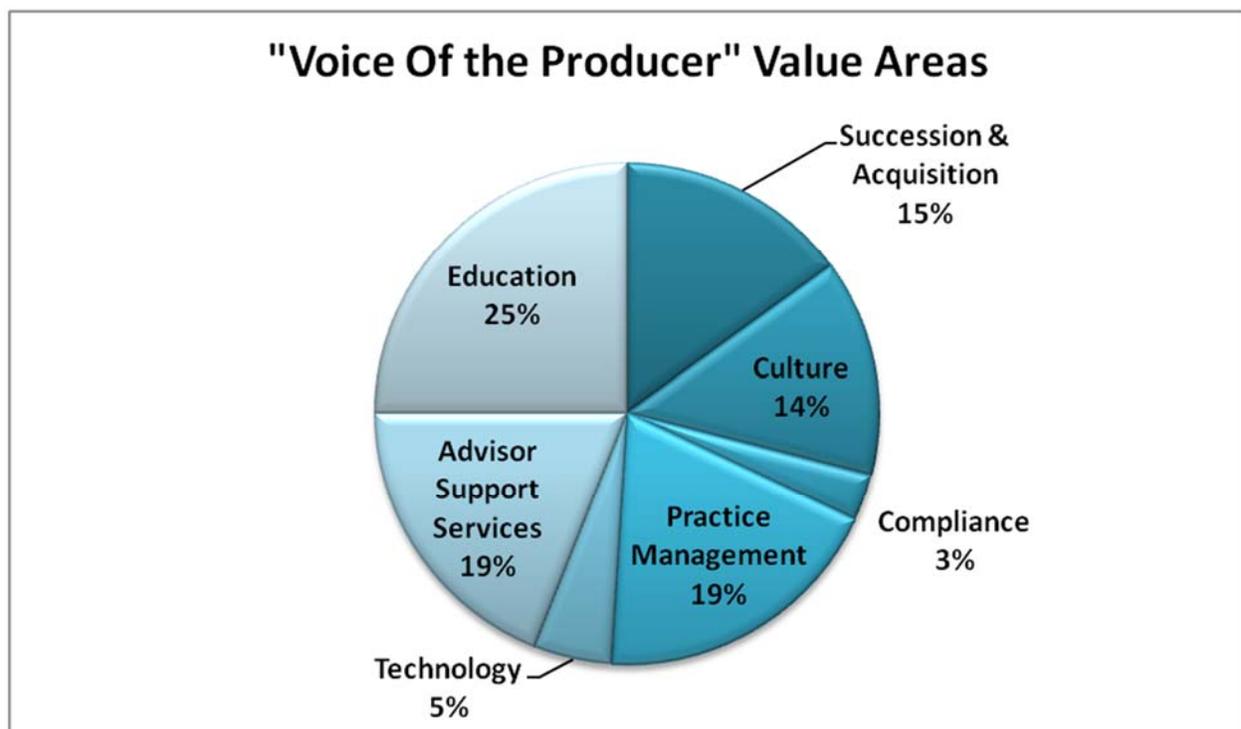
In today's competitive business environment, we are all judged by the value we provide. MarketShare's Employee and Producer Owners have worked together to identify resources that significantly help producers grow their practices. We have experienced employee owners that can get you the answers you need quickly! With over 273 years of combined financial services industry experience, our team can provide support you can count on!

MSF has an average employee tenure of **12 years** with **19 years** of industry experience.

Pride in Solutions

We pride ourselves on listening to our producers. By listening to the **Voice Of the Producer (VOP)**, we adjust our business to be responsive to their needs. This alignment is vital and will continue to be our priority in order for us to adapt to our ever-changing industry. By requesting feedback, we use our partners' input to improve our initiatives and provide effective **SOLUTIONS** in all areas of our business. We strive to be the best that we can be!

Our partners have identified seven categories where we can provide significant value to their practice. MarketShare focuses on these areas when developing our marketing plans, support solutions, and strategic alliances and initiatives.



Pride in Solutions



Practice Management/
Succession & Acquisition



At MarketShare, we don't just care about our producers, we care about the health of their businesses. At times, financial advisors grow their book of business but are not growing their company's equity valuation. We have developed the **Practice Equity Growth** strategy (**PEG**) to help track, grow and transfer the equity of a financial advisor's business.

- Valuation of Practices
- Strategic Business Plan Development
- Analytics
- Buy/Sell Services

Advisor Support
Services

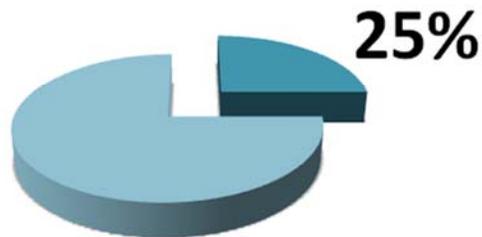


We utilize the platforms and processes of our strategic partners while providing the customized services required by each producer:

- Issue Resolution and Advocacy
- Securities, Fixed Annuities, Long Term Care and Life Insurance Support
- Contracting and Licensing
- New Business, Underwriting and Case Management

Pride in Solutions

EDUCATION



With market volatility, industry consolidation, and a multitude of product choices, it is extremely difficult to stay “current” as an advisor. We “pride” ourselves on keeping our producers up-to-date with timely communications from all of our suppliers on:

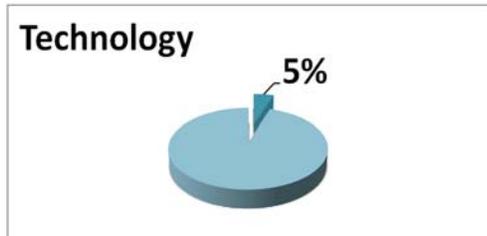
- Product changes, enhancements, and pricing
- Marketing and sales ideas
- Compliance updates
- Industry news

Training is also a cornerstone of the MarketShare educational experience. We provide ample opportunities for our producers to learn every aspect of our business:

- Ad Hoc training sessions—offered locally
- National and regional meetings
- Webinars and teleconferences
- Customized training for producers and support staff

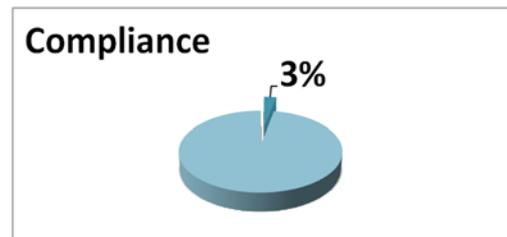


Pride in Solutions



Technology helps businesses to be more efficient and effective. MarketShare and our strategic alliance partners believe in investing in technology that helps move your business forward. **Market-leading platforms** have been designed to minimize paperwork and maximize speed. We have in-house expertise to provide support to our producers in the form of:

- Technology audits
- System recommendations and installations
- Help desk providing solutions and troubleshooting
- Training and field support



One of the most important duties of an OSJ is to help keep their producers compliant and their businesses secure. As the recent regulatory agencies continue to add complexity to the financial services industry, it is imperative that we partner with our producers to maintain the highest standards in the financial services industry for our clients. As a result, we provide:

- Suitability reviews
- Audits
- Timely communication
- Continuing Education (CE) opportunities



Pride in Opportunities

MarketShare is proud of our ability to help producers meet and exceed their growth objectives. We have developed several programs and strategies that provide multiple **OPPORTUNITIES** for a producer to reach personal and professional goals.

We have a track record of being able to **DOUBLE** the production of our advisors in five years:

- ⇒ Average Growth of Producers— *Total Years* = **116%**
- ⇒ Average Growth of Producers— *5 + Years* = **99%**
- ⇒ Average Growth of Producers— *< 5 Years* = **79.6%**

Your business model's growth objectives are what form our support strategy for your practice.

We provide assistance with those things that are critical to growing a business and retaining key employees:

- Marketing and growth strategies
- Business and leadership coaching
- Accountability strategies
- Office Suites—offered below market rates
(Carmel, IN only; based on availability)
- Staffing analysis and coaching

Pride in Opportunities

Excelsior Producer Program

The word “**Excelsior**” is derived from Latin, meaning “*Ever Upward*”, and describes the purpose behind the development of our unique producer rewards program. Designed for those producers who want to attain the highest standards for their business, our partners can qualify for this elite group through any—or all—aspects of their business:

- **Securities**
- **Life Insurance**
- **Fixed Annuities**
- **Long Term Care**



Becoming an “Excelsior” producer entitles a qualifying producer to receive **reimbursements** for tools that assist in growing a practice, **exclusive conventions, recognition, travel reimbursement**, and much, much **more!**

Producer Referral Program

Our referral program was designed to include our producer partners in our recruiting efforts. **Who are better at assessing the “fit” of a new recruit than our partners currently utilizing our services?**

Because growth and development are so important to us, MarketShare offers our producers an industry-leading opportunity to benefit from our recruiting initiatives. Also, it empowers our producers to maintain our culture of like-minded advisors by surrounding themselves with people they **like** and **respect!**

Pride in Partnership

Who are MarketShare Financial[®] Advisors?

They are part of our “**pride**” and are interested in building relationships based on loyalty, trust and mutual respect. They not only seek a familial culture of helping, caring and sharing, but also live it. With our organization, when you fit, you know it. We are proud to say that our first advisor’s practice is **still active and producing with MarketShare after 29 years!**

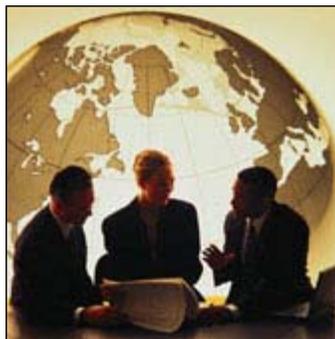
*MSF advisors
average overall
tenure is
9.55 years*

Our producers look out for each other and share information and ideas that can benefit all. MarketShare advisors are professionals with high integrity that are interested in growing their business. They are trusted consultants who provide their clients with industry-leading opportunities to meet their clients’ individual needs.

They take a holistic approach to advising their clients on a broad scope of products, in order to grow, protect and preserve client wealth.

Not only does this deepen their multi-generational relationship with their clients, but it strengthens their practice.

76.9%
*of MSF advisors
transact both
securities and fixed
business.*



Pride in Partnership

We are proud of our ability to retain our advisors. By mutually aligning our values and culture with our producers during recruiting, we have been successful in building long-term partnerships. Not only do we believe in alignment, but we also believe in diversity. Our top producers have diversity in age, geography, experience, business models, gender and race. It is our diversity that makes us **STRONG**.

Average Years with MarketShare = **9.55 years**

Top 25% Producers' Tenure (in years) with MarketShare:

< 5 Years = 28.6%

5-10 Years = 19.0%

> 10 Years = 52.4%

Average Producer Total Sales = **\$212,244** *(GDC + fixed commission)*

Median Producer Total Sales = **\$145,084** *(GDC + fixed commission)*

Average "Fixed Only" Producer Total Sales = **\$43,361** *(commission)*

Average "Securities" Only Producer Total Sales = **\$141,423** *(GDC)*

Do you want to be a part of the **Pride?**



To find out more about our organization and how YOU can be a part of the PRIDE, contact us at

800.421.8260

11611 N. Meridian St., #300, Carmel, IN 46032

<http://marketsharefinancial.com>

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