

# About us



PELTON  
PARTNERS

# What we do



Deliver *transformative results* for wealth management firms through the implementation of *flexible pricing frameworks*

These frameworks are backed up by a detailed process of *mentoring, coaching* and *role playing* with each adviser and support staff to ensure that each client is re-priced appropriately

Our key deliverable is ensuring a *right & fair fee* for the *firms* we deal with is in place who in turn have a *right & fair fee* for their *clients*

Our track record has seen our clients achieving (on average) a **+25% uplift** in recurring revenue over our +13-year history

The *confidence and conviction* provided to our clients' advisers and support teams, is something we are very proud of.

# How we do it



## iFOCUS

A full review of the current position of your firm, including:

- Financial & operational performance
- Clients and services offered
- Team structure and
- Pricing of services and revenue.

A comprehensive report, benchmarked to peers & presentation is provided of the results and likely revenue uplift of working with us in iDELIVER

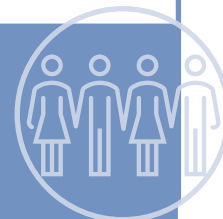
iFOCUS



## iDELIVER

- These firms will implement a new pricing framework to accurately price the value and services you deliver to both new and existing clients.
- Coaching, mentoring and role playing with extensive resources provided to ensure your team adheres to the implemented framework
- Furthermore, together as a team you will build a stronger and more profitable advice business.

iDELIVER



## yourLeadOut

- An innovative software application designed specifically for wealth management and financial planning firms, offering a service-based model to revolutionise how these firms strategise, plan, and price their services.
- By leveraging *yourLeadOut*'s sophisticated pricing capabilities, firms can drive profitability, foster client trust, and position themselves for sustained growth and success in today's dynamic market landscape

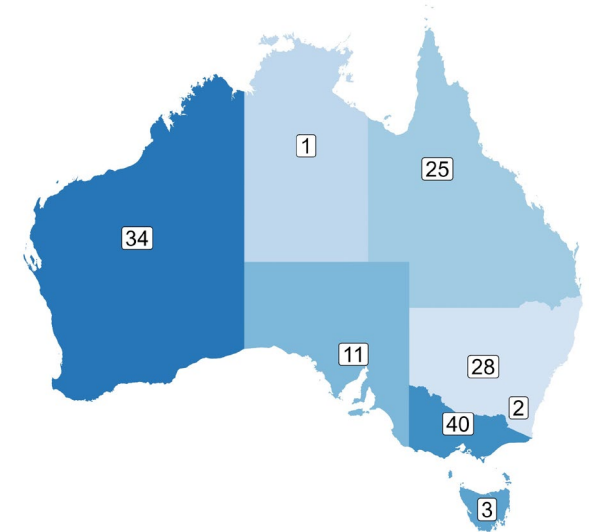
*yourLeadOut*



# Proven success record



Established <b>2011</b>	Data Base Firms <b>150+</b>	Benchmark Data Points <b>450,000+</b>
Firms transitioned - iDELIVER <b>65+</b>	Target Uplift Success <b>98%+</b>	Advisers Trained <b>240+</b>
Recurring Revenue Impact <b>25%+</b>	Net Profit Impact <b>\$18 mil+</b>	Valuation Impact <b>\$120 mil+</b>



# Who we are



**Rob Jones**

Founder

[rob.jones@pelotonpartners.com.au](mailto:rob.jones@pelotonpartners.com.au)



- As the former CEO of The Money Managers Ltd., Rob orchestrated the growth of a division managing seven turnkey financial planning practices with \$280 million in FUM.
- Rob's adept leadership included overseeing 53 staff across six locations, with a budget of \$12 million and an EBITDA of \$4.3 million.
- Post-merger with Shadforth Financial Group, he excelled in M&A, and implementing national transition strategies for advisers and clients.
- Described as a lover of facts, Rob thrives in data-driven environments.



**David Whelan**

Head of Business Development

[david.whelan@pelotonpartners.com.au](mailto:david.whelan@pelotonpartners.com.au)



- A seasoned senior executive with ASX listed companies, David's most recent role was with Macquarie's Virtual Adviser Network (VAN), where he helped significantly impact business owners' growth initiatives.
- Before Macquarie, David gained 13 years at GE Capital where he co-lead a start-up and managed the syndicated debt portfolio.
- His diverse background spans general management, CFO, banking, strategy, and not-for-profit board service.
- David's corporate expertise and extensive financial services network underscore his commitment to enhancing better businesses.



**Rich Abbey**

Head of Operations

[rich.abbey@pelotonpartners.com.au](mailto:rich.abbey@pelotonpartners.com.au)



- A skilled leader and coach with a profound ability to comprehend the intricacies of businesses and relationships.
- Formerly Chief of Staff at UBS wealth management, Rich transitioned to corporate coaching after training at The London Coaching Academy.
- Drawing from managing 90 advisers at E.L & C. Baillieu, Rich is empathetic and determined to guide clients through challenging leadership topics, recognising the difficulties and rewards of effective leadership.



**Michael Harrison**

Chairman

[Michael.harrison@pelotonpartners.com.au](mailto:Michael.harrison@pelotonpartners.com.au)



- A former financial planner and CEO of Heraud Harrison, Michael successfully grew the company to 23 employees, generating \$8 million in annual revenue.
- His merger with Shadforth Financial Group led to a directorial position and the role of Head of Advice, where he formulated a national growth strategy, including third-party acquisitions.
- Michael's invaluable 'from-the-ground-up' experience benefits various AFSL representative businesses, making him a business partner of exceptionally wise counsel.

# Launching *your*LeadOut



	Firm 1	Firm 2	Firm 3	Firm 4	Firm 5
<b>Firm Profile</b>	<ul style="list-style-type: none"> <li>VIC</li> <li>Revenue \$4m</li> <li>5 Advisers</li> <li>Diverse client mix</li> <li>Multi service business</li> </ul>	<ul style="list-style-type: none"> <li>QLD</li> <li>Revenue \$2.3m</li> <li>2 Advisers</li> <li>HNW and Ultra HNW specialised client base</li> </ul>	<ul style="list-style-type: none"> <li>National</li> <li>Revenue +\$12m</li> <li>+10 advisers</li> <li>Multi service business</li> <li>HNW and Ultra HNW client base</li> </ul>	<ul style="list-style-type: none"> <li>NSW</li> <li>Revenue \$2.5m</li> <li>2 advisers</li> <li>50% Risk /50% Financial Planning</li> <li>Diverse client mix</li> </ul>	<ul style="list-style-type: none"> <li>WA</li> <li>\$5m Revenue</li> <li>8 advisers</li> <li>Diverse client mix</li> <li>High Adviser / Client ratio</li> </ul>
<b>Observations &amp; Challenges</b>	<ul style="list-style-type: none"> <li>Slow organic growth</li> <li>&lt;20% Profit Margin</li> <li>Numerous legacy fee models</li> <li>Inconsistent Value Proposition</li> <li>Variable Adviser performance</li> </ul>	<ul style="list-style-type: none"> <li>Very high average client fees</li> <li>Low Profit Margin &lt;20%</li> <li>Intensive service model</li> <li>New Business growth Challenge</li> </ul>	<ul style="list-style-type: none"> <li>Fragmented offering</li> <li>Moderate Profit Margin ~25%</li> <li>Inconsistent Value Proposition</li> <li>Leadership vacuum</li> <li>Legacy fee models inhibiting profitable growth</li> </ul>	<ul style="list-style-type: none"> <li>Succession challenge</li> <li>HNW client base</li> <li>Client service processing challenges</li> <li>Low organic growth</li> <li>High staff turnover</li> <li>No clear management framework</li> </ul>	<ul style="list-style-type: none"> <li>Clear leadership and management</li> <li>Low ongoing Profit Margin &lt;15%</li> <li>Static ongoing and legacy fee model</li> <li>Significant technology Challenge</li> </ul>
<b>Impact of Change</b>	<ul style="list-style-type: none"> <li>Static legacy fee models replaced by progressive fee framework</li> <li>Value proposition recalibrated</li> <li>5 advisers + support staff coached &amp; mentored on updated value proposition</li> <li>New business growth accelerated</li> </ul>	<ul style="list-style-type: none"> <li>Static legacy fee models replaced by progressive fee framework</li> <li>Value proposition Recalibrated</li> <li>High end, service intensive model now accurately reflected in the ongoing and upfront pricing framework</li> </ul>	<ul style="list-style-type: none"> <li>Static legacy fee models replaced by progressive fee framework</li> <li>Value proposition recalibrated</li> <li>Financial planning service fully valued within a multi disciplinary practice</li> <li>New business pricing fully reflected on work done</li> </ul>	<ul style="list-style-type: none"> <li>Financial planning and Risk offering harmonised under a consistent pricing methodology</li> <li>All staff coached &amp; mentored on new offering</li> <li>Significant profit impact</li> <li>New business growth accelerated</li> </ul>	<ul style="list-style-type: none"> <li>Static legacy fee models replaced by progressive fee framework</li> <li>Value proposition unified across all advisory staff which has accelerated ongoing revenue and new business growth</li> <li>Enhanced accountability at across the advisory team for new and ongoing business</li> <li>Significant profit and valuation impact</li> </ul>
<b>Valuation Improvement</b>	<b>+\$2.0mil</b>	<b>+\$1.5mil</b>	<b>+\$1.0mil</b>	<b>+\$0.6mil</b>	<b>+\$2.2mil</b>

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