

YOUR FIRM. YOUR GOALS. YOUR FUTURE.

Fuel Your Success with Top Advisor Insights

No matter how successful you are, your business has untapped potential. *Managing Growth and Profitability*, a new white paper from TD Ameritrade Institutional, can help you build an arsenal of new ideas to position yourself for even greater success. Reserve a copy and gain strategies and insights from top independent Registered Investment Advisors (RIAs) to help take your business to the next level.

Turn this page to get a preview
or call 800-444-6100
to reserve your copy today.



Are You Positioning Yourself to Achieve Your Goals?

Between 2007 and 2009, top-performing¹ advisors met economic challenges with a drive to grow and took advantage of new opportunities. They demonstrated high productivity, successful client retention and acquisition, and a sharp business focus. And they actually increased their income.

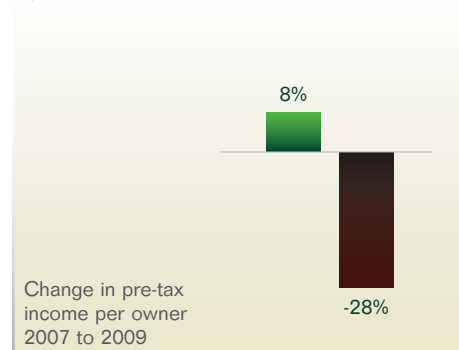
Managing Growth and Profitability, a new white paper available from TD Ameritrade Institutional, explores the strategies of these top advisors, digging deep to uncover their best practices.

The paper leverages insights gained from the Moss Adams/InvestmentNews 2010 *Financial Performance Study of Advisory Firms* on topics such as:

- Building a culture of growth and profitability
- Mastering the challenges of business management
- Defining your firm's focus
- Developing a well-targeted product and service mix
- Managing pricing and service cost to support profitability

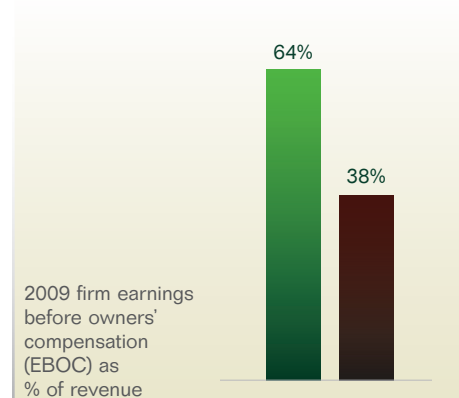
Between 2007 and 2009, top-performing¹ advisors actually increased their income.

Top-performing firms grew owner income.



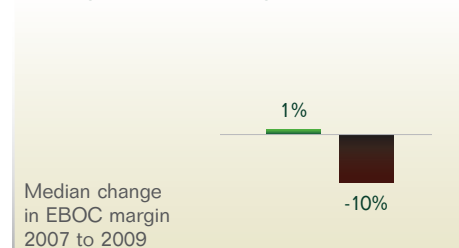
■ TOP-PERFORMING FIRMS
■ ALL OTHER FIRMS

They also outperformed on earnings.



■ TOP-PERFORMING FIRMS
■ ALL OTHER FIRMS

And grew their margins.



■ TOP-PERFORMING FIRMS
■ ALL OTHER FIRMS

1. All data comes from the Moss Adams/InvestmentNews 2010 *Financial Performance Study of Advisory Firms*. Top performers are defined as the top 25% of respondent RIA firms based on a combination of profitability, owner compensation and productivity.

Practice Management Makes the Difference

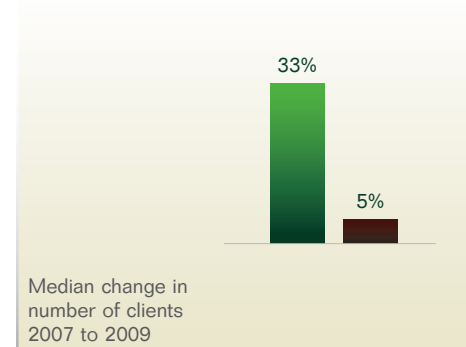
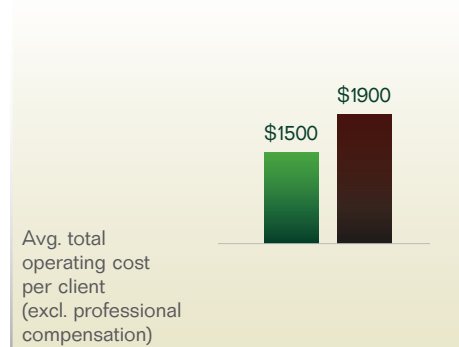
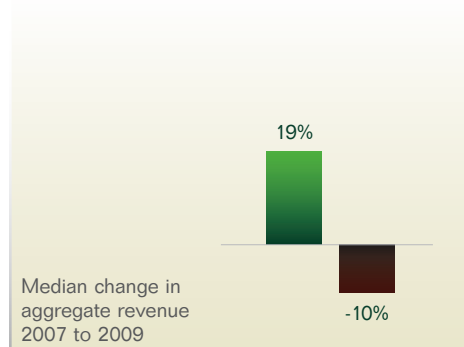
These days, running a successful advisory business requires more than being a great financial strategist. Implementing your vision takes skillful business management. A high level focus on goals and strategies has made the difference for top performers.

The challenges of practice management can be daunting, but the benefits are undeniable. Results from the Moss Adams/InvestmentNews study demonstrate that top-performing¹ firms experience:

- Increased margins
- Enhanced productivity
- Accelerated growth
- Improved client retention
- Increased client acquisition

As an independent RIA, you rely on your skill, knowledge and passion to fuel your success. You're in the business of creating opportunities for your clients and your firm. Better planning and management can improve client relationships, inspire a culture of growth and profitability, and make a powerful impact on your bottom line.

Top performers demonstrated impressive growth in aggregate revenue from 2007-2009, particularly when compared with other firms.



■ TOP-PERFORMING FIRMS
■ ALL OTHER FIRMS

Reserve your copy of *Managing Growth and Profitability* to learn more from advisors who share your drive and commitment.

Managing Growth and Profitability

Start with Strategy. Then Engage and Commit.

Advisors agree that refining your strategic plan to meet your goals is an essential element to success. In fact, it was the most common initiative cited to help revenue growth in 2010.

The *Managing Growth and Profitability* white paper uses current industry data and insights from your peers to explore key strategies for success—starting with developing a strategic plan:

Developing a focused mission and vision	Managing for profitability	Planning for efficiency	Developing a culture of growth
Keeping the firm on track, identifying the right opportunities, focusing and motivating your staff, and providing clarity that can help decision making up and down the line	Attracting the right clients, offering the right mix of products and services, understanding the direct and indirect costs of your service-model, and pricing appropriately for the value you deliver	Examining strategic approaches to process automation, managing your technology investment and adding scale through productivity improvements	Exploring what growth means to your firm, not only in terms of increasing assets and revenues, but also defining the kind of growth that's right for your firm in specific client and market segments

Opportunity is out there. That's why we're delivering this new paper, which we believe has the potential to fuel growth and help you capitalize on business opportunities. At TD Ameritrade Institutional, we're committed to your success.

To leverage the successful strategies of top advisors, reserve your copy of *Managing Growth and Profitability* now.

Call 800-444-6100, or contact your TD Ameritrade Institutional Strategic Relationship Consultant today.

