

FOLLOWING THROUGH ON FEE CHANGES

COACH CONVERSATIONS



IN-PRACTICE



COACH CONVERSATIONS



TANYA
NICHOLS



BENJAMIN
BRANDT



TIFFANY
CHARLES



ANDREW
VAN BUREN



STEPS



Define Fee Model



Develop Communication Strategy



Write & Rehearse Scripts



Start at the Bottom & Work Your Way Up!



faq

How much should I charge?

How did you prepare?

How did you tell clients?

How do you tell COIs?

What happens to clients who say No?

How long did it take?

Did you lose any clients?

Let us know what questions you have...



Advisor Coach Fee SCHEDULES

Comprehensive Wealth Management Fees

These fees are inclusive of financial planning, financial advice, investment management and comprehensive wealth management. By selecting this option, you are appointing us as your investment adviser to perform the services described in this Agreement.

We will be responsible for the investment and reinvestment of those assets that are held by the Custodian in an account governed by a Master Agreement between us and the Custodian (the "Assets" or "Account") in accordance with your investment objectives as set forth on your investment policy statement ("IPS").

Additional assets not held by the custodian can be added to our responsibility by mutual written agreement. All assets under our responsibility will be charged a management fee based on the following schedule:

ASSETS	ANNUAL FEE
Under \$500,000	1.65%
\$500,000 - \$1,000,000	1.50%
\$1,000,001 - \$2,000,000	1.00%
\$2,000,001 - \$3,000,000	0.90%
\$3,000,001 - \$5,000,000	0.85%
\$5,000,001 - \$10,000,000	0.80%
\$10,000,001 - \$25,000,000	0.75%
\$25,000,001 - \$50,000,000	0.70%
\$50,000,001 - \$100,000,000	0.65%
\$100,000,001 - \$500,000,000	0.60%
\$500,000,001 - \$1,000,000,000	0.55%



Fees

We Believe In Transparency, Check Out Our Fees

Asset Minimum

Capital City Wealth Management has an informal asset minimum of \$1,000,000

Ongoing Planning Fees

- 1.50% - under \$500,000
- 1.30% - \$500,000-\$1,000,000
- 0.85% - \$1,000,000-\$2,000,000
- 0.75% - \$2,000,000-\$3,000,000
- 0.65% - +\$3,000,000

Billing

Asset management fees are billed quarterly in advance, and deducted directly from your investment account. As fee-only financial planners, we receive no other forms of compensation.

Please see Item 5 of our Form ADV Part 2A for additional information regarding our fees. Please see our Wrap Fee Program Brochure for additional information regarding our asset-based fees.

May 31st, 2019
John & Jane Doe
555 5th St.
Bismarck, North Dakota

Dear John & Jane,
This fall, Capital City Wealth Management will celebrate its 5th year in business. What started as North Dakota's first ever fee-only (no commissions) Registered Investment Advisor has quickly grown to be a firm whose success and service to clients has been recognized both locally by The Bismarck Tribune, and Nationally by Investment News. While it is our name being recognized, without YOU and YOUR confidence in our firm, none of this would be possible. For this success, we owe a debt of gratitude to every client that has entrusted us with more than \$50,000,000 of their combined life savings.

Because of this success in serving clients, we now receive more opportunities to work with new clients than we could ever accept, which is requiring us to make changes to ensure we can always deliver the highest levels of service to you and our other clients.

In order to continue to maintain the personal service you've come to expect from our team, the minimum household portfolio for new clients going forward will be \$1,000,000. This change will NOT affect our relationship or our relationship with any current clients.

For your friends and members of your family referred to us that don't meet our household portfolio requirements, we will either answer their most pertinent questions with a one-time meeting or refer them to a handful of personally-vetted specialty advisors.

Minimum asset requirements for new clients will allow us to keep our firm intentionally small, delivering personalized service to a select number of clients. We enjoy the relationships we've built on a personal level. When you call our office you aren't a number, we know who you are, something we couldn't replicate with an ever-increasing number of clients.

The second change will be an adjustment to the quarterly fee that you pay for our retirement planning services. During the last several years, the cost of doing business has increased dramatically. In addition to increased industry costs, our team has invested heavily in technology, improved portfolio performance reporting, and advanced training to improve client service. We have simply absorbed all cost increases.

Please review the following tables to compare our current and future fee schedules:

Past fee schedule:	Future fee schedule:
Under \$500,000: 1.00% (0.25% Quarterly)	Under \$500,000: 1.50% (0.375% Quarterly)
\$500k-\$1M: 0.95% (0.2375% Quarterly)	\$500k-\$1M: 1.30% (0.325% Quarterly)
\$1M-\$2M: 0.85% (0.2125% Quarterly)	\$1M-\$2M: 0.85% (0.2125% Quarterly)
\$2M-\$3M: 0.75% (0.1875% Quarterly)	\$2M-\$3M: 0.75% (0.1875% Quarterly)
+3M: 0.65% (0.1625% Quarterly)	+3M: 0.65% (0.1625% Quarterly)



\$500 up front

Individuals: **\$375** a month billed on the 15th of the month thereafter

Practice Owners: **\$1500** up front
\$595 a month