

Element Pointe Family Office

Path to Partnership

as of January 2024

Element Pointe Advisors, LLC (dba, “Element Pointe Family Office” and “Element Pointe”; hereinafter “Element Pointe” or “the Firm”) was founded on the principle that a group of smart, ambitious, client-focused, and like-minded professionals can build a noteworthy and enduring firm by working together as a team in pursuit of a common purpose. With this in mind, it has always been the intention of the founding partners to enable team members to progress toward partnership and, in some cases, be invited to join the partnership.

In general, being a partner is a sign of tremendous achievement and a commitment to invest in and improve the business. There is a strong recognition of the responsibilities of partnership, including:

- The desire to dedicate the balance of one’s career to the Firm.
- The needs of the Firm to take calculated risks.
- The needs of the Firm to invest in growth, hiring, infrastructure and technology improvements, and to reward non-partner team members through competitive compensation, educational and training opportunities, and other incentives.
- The ability to provide capital for the business and absorb market downturns through reductions in compensation and profit distributions.

This sense of responsibility is a great asset to the Firm and the partnership group. Partners of Element Pointe:

- Actively shape the business and strategy
- Enjoy the long-term opportunity that equity brings
- Share in the year-to-year distributions of profits
- Enjoy the camaraderie of partnership
- Have a chance to make a positive difference in the lives of colleagues and clients

What We Look For

We have developed a list of characteristics or traits that we desire in future Element Pointe partners:

- People who are passionate and embody the Firm’s mission and values each day;
- Professionals who act like they are owners — they are self-starters and view themselves as the one who must step up to deal with any issue because they know and act like the buck stops with them;

- Professionals who always act with integrity and high ethical standards;
- People who are intellectually curious, display sound judgement, and who seek personal and professional growth;
- Individuals who love the day-to-day work that ownership entails — not those who seek mainly the prestige or power they believe ownership will bring;
- People who provide leadership and mentoring to team members (manages self and others);
- Leaders who buy into our service ethic and want to create a profitable, financially healthy business;
- Culture carriers who are dedicated to helping create a great place for people to work, who respect and treat all team members well, who derive their personal sense of gratification by attaining a balance between serving others and building a great business;
- Professionals who seek success for the entire Firm, not just for themselves, who are fully committed and loyal to the Firm.
- Leaders who embrace the role of “brand ambassador” and representative of the Firm in the professional community;
- While it is customary that the majority of the partners of a professional services Firm will be the professionals involved in the servicing of clients, we do not have restrictions on the number of partners or the type of position that can become a partner. Partners can come from Wealth Advisor roles, Wealth Planning Specialist roles, Investment Management roles, Operational roles, Marketing roles, Compliance roles, and Client Service roles.

Wealth Advisor Partners

In addition to the aforementioned characteristics applicable to all partners, Wealth Advisor Partners generally:

- are trusted by clients and internal and external stakeholders for their expertise and knowledge of investments, financial planning, estate and tax matters, family office management and governance, philanthropic guidance, and related subjects;
- are known for their uncompromising integrity and client-first mindset;
- have primary coverage responsibility for client relationships generating annual recurring revenue of at least \$1.25 million, with at least \$1 million in annual recurring revenue coming from client relationships originated by the Wealth Advisor;
- have originated a minimum of 10 new UHNW client relationships for the Firm;
- meet and exceed client expectations, with high retention of clients;
- have demonstrated several years of growth in YoY revenue and consistent success at business development;
- have helped mentor and develop other members of the Element Pointe team;

- have demonstrated the ability to inspire and motivate teammates to be the best version of themselves;
- have demonstrated the ability to inspire and motivates clients to heed advice, take action, and improve their financial lives;
- have maintained a reputation for excellence, both within the Firm, and within the professional community;

Investment Management Partners

In addition to the aforementioned characteristics applicable to all partners, Investment Management Partners generally:

- have contributed meaningfully, alongside Wealth Advisor and Executive Team colleagues, to the development of business exceeding \$2 million or more in annual revenue, by participating in prospect meetings and preparing materials and investment analyses for prospective clients;
- have developed specialized subject-matter expertise in at least one asset class used in portfolio construction;
- have demonstrated the ability to lead or meaningfully contribute to investment-related content published by the Firm;
- have consistently demonstrated good judgement when making investment recommendations;
- have cultivated relationships with clients of the Firm, and are trusted by clients and internal and external stakeholders for their investment expertise, knowledge, integrity, and client-focus;
- have been key players in innovating the Firm's investment infrastructure, technology, processes, or protocols to keep up with the evolving needs of the Firm;
- have helped mentor and develop other members of the Element Pointe team;
- have demonstrated the ability to inspire and motivate teammates to be the best version of themselves;
- have demonstrated the ability to inspire and motivate clients to heed advice, take action, and improve their financial and family lives;
- have maintained a reputation for excellence, both within the Firm, and within the professional community.

Wealth Planning Specialist Partners:

In addition to the aforementioned characteristics applicable to all partners, Wealth Planning Specialist Partners generally:

- have contributed meaningfully, alongside Wealth Advisor and Executive Team colleagues, to the development of business exceeding \$2 million or more in annual revenue, by participating in prospect meetings, and preparing financial planning materials and analyses for prospective clients;
- have client coverage responsibility, whether individually or in conjunction with Wealth Advisors or Executive Team members, for relationships that generate annual recurring revenue of at least \$2 million per year;
- have demonstrated an extraordinarily high level of subject matter expertise (as compared to industry peers) in financial planning, estate and tax matters, family office management and governance, philanthropic guidance, and related subjects applicable to the ultra-high net worth and family office demographic;
- have demonstrated the ability to lead or meaningfully contribute to planning-related content published by the Firm;
- have consistently demonstrated good judgement when making recommendations to clients and colleagues;
- have cultivated relationships with clients of the Firm, and are trusted by clients and internal and external stakeholders for their expertise, knowledge, integrity, and client-focus;
- have helped mentor and develop other members of the Element Pointe team;
- have demonstrated the ability to inspire and motivate teammates to be the best version of themselves;
- have demonstrated the ability to inspire and motivate clients to heed advice, take action, and improve their financial and family lives;
- have maintained a reputation for excellence, both within the Firm, and within the professional community.

Operations, Marketing, Compliance, and Client Service Partners:

In addition to the aforementioned characteristics applicable to all partners, Operations and Client Service Partners:

- have managed a sizable team, a critical function, or a significant budget;
- have improved the skill of team members through leadership and organizational skills;
- have demonstrated tremendous problem-solving abilities. Can develop solutions without guidance and accept accountability for decision-making;
- have shown management skills that improve quality, efficiency and profitability, and enables future revenue growth;

- have cultivated relationships with clients and business relationships of the Firm (e.g., vendors, consultants, etc.), and are trusted by clients, colleagues, and internal and external stakeholders for their knowledge, integrity, and client-focus;
- have been key players in innovating the Firm's operational or service infrastructure, technology, processes, or protocols to keep up with the evolving needs of the Firm.

Evaluation and Buy-In Process

The fulfillment of the criteria enumerated above does not automatically confer partnership status on any individual. Rather, the decision to offer the opportunity for partnership is determined at the sole discretion of the current partners of the Firm, in accordance with the voting criteria outlined in the Firm's Operating Agreement.

Candidates will be notified of their eligibility to be considered for partnership at least six months prior to the vote of the current partners of the Firm.

Upon receiving an invitation to buy into the partnership, the candidate will be informed of the amount of equity in the Firm that is available to be purchased, and the valuation of the equity. The Firm will make efforts to value the Firm's equity in accordance with industry standards and may, at the current partners' sole discretion, choose to retain a third-party consulting Firm to assist in the valuation process. The ultimate decision regarding equity valuation will reside with the current partners of the Firm.

The Firm will make efforts to assist each partnership candidate in obtaining financing, if needed, to pay for the purchase of equity. The current partners may, at their sole discretion, choose to finance a portion of the buy-in amount for the candidate.

Nothing herein should be construed as a guarantee of partnership, nor does any information herein preclude the current partners of the Firm from altering or otherwise modifying the criteria or process for partnership consideration.