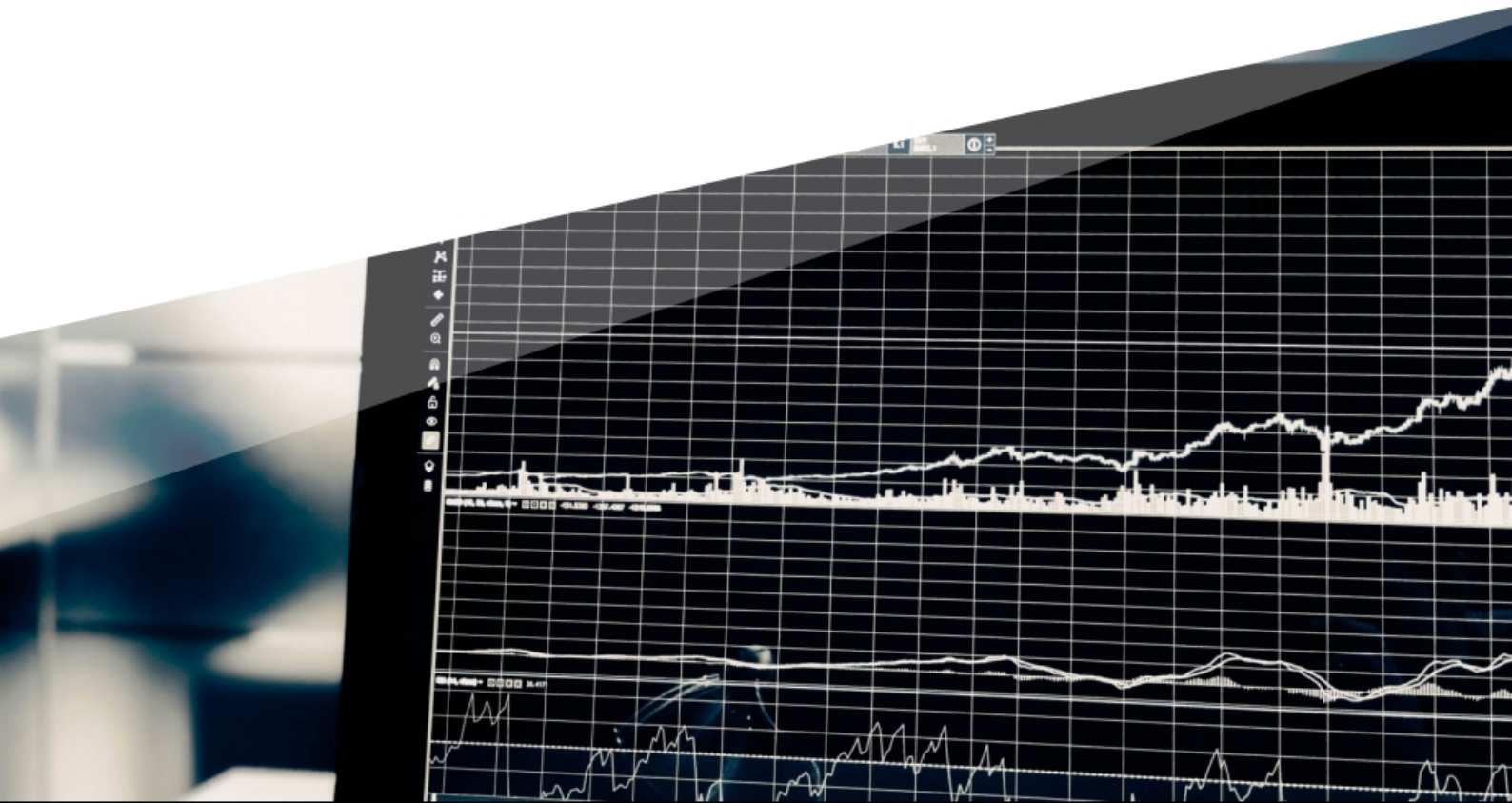




Making It All Work **Together**

Financial Advisor Proposal for Kitces Summit

Written by Kristen Hull, CRPC(R)



DUNCAN FINANCIAL GROUP

Our team. Your driving force

An Experienced Team

In recent years, the growing complexity of the financial and regulatory environment has demanded trained experts, not jacks-of-all-trades. That's why we've recruited experienced professionals with the capabilities to work on cross-disciplinary teams in order to meet your specific needs. We understand the skills and strategies that are necessary to help you achieve your goals.

We know how to listen—really listen—and are equipped to make the right moves when faced with the challenges of crafting the most strategic insurance products and financial services for you.

KNOWING Your Team

Brian Duncan | CEO, Investment Advisor Representative

Kristen Hull | Associate Director of Financial Planning, Investment Advisor Representative

Emily Matvey | Executive Assistant

Colton Hearn | Associate Advisor

Nathan Duncan | Associate Advisor

Investment Policy Committee | 22 Team Members with over 18 average years of industry experience

DUNCAN FINANCIAL GROUP

Independent Financial Advisors

As Independent Advisors, we have a fiduciary duty to our clients:

Their interests always come first. We provide personalized advice and guidance, with a focus on the client relationship, that takes a comprehensive approach to your wealth management: retirement and financial planning, income protection, investment management, estate & legacy planning and tax strategies:

Making It All Work Together.

Introduction to Duncan Financial Group

- **1978 – *Building a Legacy of Trust from the Very Beginning:*** The company that is now Duncan Financial Group, LLC was started by John (Jack) M. Duncan, Sr. The company's original location was in down Irwin. The business began with four employees as Duncan Insurance Agency.
- **1983** – David, John M. Duncan Sr.'s oldest son, expands the services of the company by offering securities and financial planning services. John M. Duncan, Jr. joins the company as a property and casualty producer.
- **1984** – Due to rapid growth, the company moves its operations to a larger office located at 370 Maus

Drive in North Huntingdon, Pa. The company continues to grow through the acquisition of smaller insurance agencies and the expansion of services.

- **1986** – The company expands its range of services with the addition of tax preparation and planning services of Duncan Capital Management, Inc. (now operating as Duncan Accounting and Tax Services, Inc.).
- **1990** – Seeing a need for assisting clients in handling their finances, David Duncan launches Duncan Wealth Preservation & Management, Inc. as a "Wholesale" financial services operation. Today, this operation assists over 175 registered representatives and agents in 25 states.
- **1996** – An affiliation with Keystone Insurers Group (KIG), a prestigious, multistate network of independent agencies, is established.
- **1999** – It's the eve of the Millennium. But while others are planning parties and waiting for computers to melt down, the Duncan Insurance Group continues to surge forward and seize the future by acquiring Jack Valentine & Company, a full-service tax and accounting firm.
- **2009** – All Pennsylvania operations of Duncan Financial Group move to a new location in downtown Irwin, where the company originally began. Joining the company in its new offices; Brian Duncan, David's eldest son, begins working at the firm, now in its third generation.
- **2011** – Duncan Financial Group joins Cambridge Investment Research, a leading independent broker / dealer, to expand the breadth of its



financial services offering.

- **2013** – Duncan Financial Group opens its first West Coast office in Newport Beach, CA, hiring Larry Qvistgaard, who later becomes President of Duncan Advisor Resources.
- **2017** – Pittsburgh Business Times recognized Duncan Financial Group as one of the fastest growing companies in Western Pennsylvania.
- **2020** – Duncan Financial Group opens RIA division – Duncan Financial Planning Advisors.
- **Present** – Today, Duncan Financial Group is supported by a strong team of over 140 employees and is continuously growing and adapting. While our main office still resides in our hometown of Irwin, PA, we also have offices in Pittsburgh, Indiana (PA) and Laguna Niguel, CA.

Working with a Team of Professionals

Our commitment to you and our profession is evident in both the experience and credentials of the professionals on our team. They include Certified Financial Planners (CFPs®), Chartered Life Underwriters (CLUs), and Certified Public Accountants (CPAs). With each piece of your financial life part of a larger puzzle, an investment decision may have tax consequences or be adverse to your estate plan. Working with a firm that can help evaluate and plan comprehensively can make all of the difference in achieving the most successful outcomes for you and your family.

DUNCAN FINANCIAL GROUP

Who We Work With

We work with Clients like you successfully

If you are like most of our customers, you wear many financial “hats.” You are a provider, an investor, an insurance buyer, a taxpayer and a person hoping for financial security and a comfortable retirement. If you are a business owner, you wear twice as many hats.

Over the years, we have crafted Duncan Financial Group to be a single source for all things financial—a firm that wears a lot of hats, like you. Our mission is to help make all of your financial matters—investments, insurance and taxes—work together in a coordinated, comprehensive and strategic manner.

Clients that we work best with.....

- **Multi-Generational Families**
- **Legacy Planners**
- **Business Leaders**
- **DIY Investors**
- **Retirees (and those approaching Retirement)**



Our Comprehensive Approach

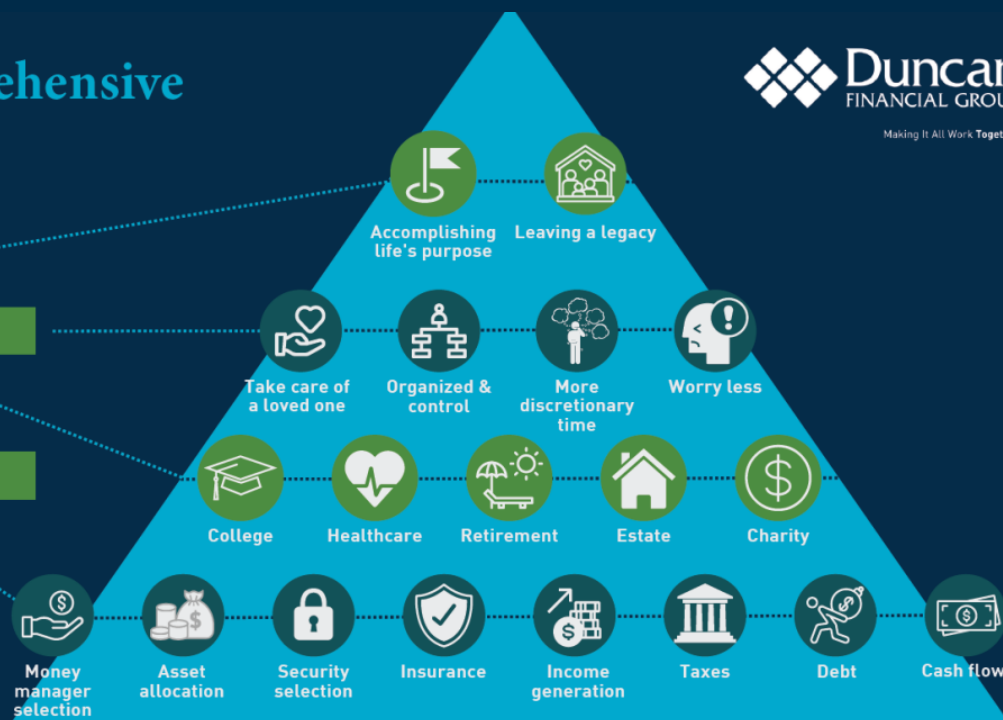


Optimize

Protect

Evaluate

Assess

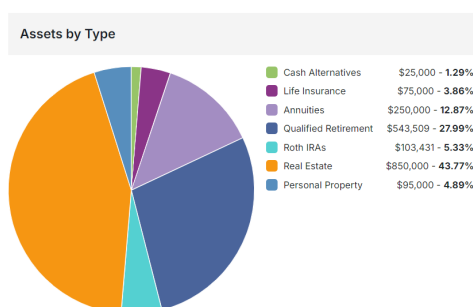


Step 1

Assess

Goals, Objectives and Thoughts on the Future

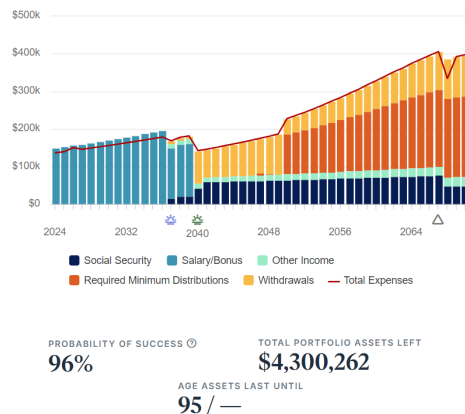
- Reviews of all your positions, needs, goals and ambitions to understand where you are today and where you want to take your life tomorrow



How We Help:

- Collaboration with your current financial representatives to collect information, and provide a holistic strategy aligned with your goals

- Help to balance your short, mid and long term liquidity needs with those overall financial goals



Step 2

Evaluate

Align Your Current Financial Scenario to your Future Goals and Objectives

- Coordinate your current assets, saving strategies and overall cash flow with all of your future goals and timelines, including retirement, college, healthcare, charitable and estate planning

How We Help:

- Define a timeframe for your goals, along with your tolerance for investment risk
- Identify all applicable options to create a collaborative discussion on ways to leverage your wealth management to meet your goals and objectives
- Utilize our internal team including CFP(R), CPA and other professionals to review tax strategies

Step 3

Protect

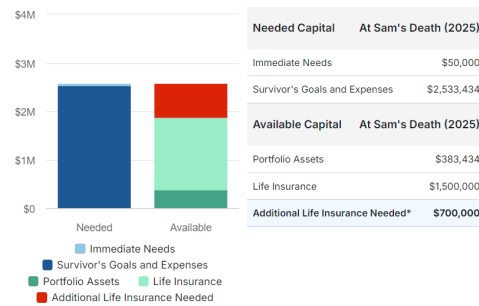
Break the Glass

- Family and Business Operations in case of emergency plan.

How We Help:

- Identify insurance gaps and design strategies to help protect the ones you love
- Create a custom strategy for you and your family, ensuring critical dynamics are in place to help reflect the legacy you want to leave

Life Insurance Gap Analysis ▾



Step 4

Optimize

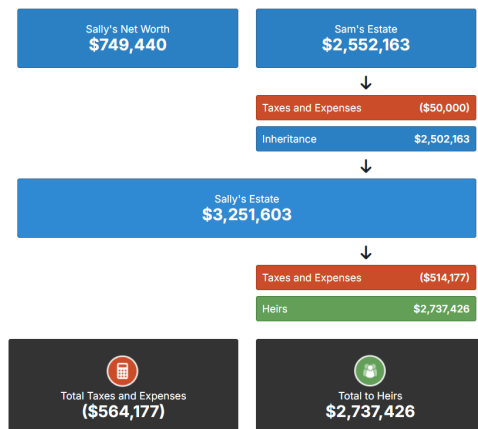
Proactive Tax Planning and Tax Minimization Strategies

- A deep dive with your strategist, CPA and Attorney relationships to optimize business and estate taxes, while providing reactive tax services based on the past year

How We Help:

- Identify strategies, conduct analysis, and make recommendations to help reduce future tax liabilities and transfer your wealth effectively

IN ESTATE



DUNCAN FINANCIAL GROUP

Take Control of Your Financial World

Our exciting new technology provides an interactive wealth management tool and ensures transparency and holistic planning.

The available services include:

- Personal website with 24-hour access to all your financial information
- Account aggregation with budgeting
- Goal monitoring
- Investment updates
- Encrypted Vault for storing documents
- Mobile web access

Take Control of Your Financial World

Your Personal Financial Management website makes it easy to manage both your wealth and your well-being.



Organize. Monitor. Collaborate.



ORGANIZER

Connect all your accounts for a consolidated view of your entire financial picture.



INVESTMENTS

Interactive charts and detailed views help monitor all your accounts.



SCREEN SHARING

Join a screen sharing session quickly and easily for interactive planning anytime, anywhere.



VAULT

Safely store your most important financial documents, accessible 24/7.



TRACK SPENDING

Know how much you're spending, and where.



BUDGETING TOOLS

Set budgets to help reach your savings goals.



MOBILE

A complete financial picture available on your smart phone.



GOALS

See if you're on target to reach your most important goals.

DUNCAN FINANCIAL GROUP

We Can Help!

How We Can Help.....

Identifying risks that you might not have otherwise considered is another integral part of our planning process, and we analyze risk in your plan as well as your current financial portfolio. Equally as important, we provide the foundation for you to measure the progress of the financial goals you specify.

Our Fee Structure - Financial Plan.....

Our Engagement with you will include all services required to develop your Comprehensive Financial Plan. Based on the data you provide during our Fact Finding meeting, our services will include, but are not limited to:

- Reviewing and prioritizing your goals and objectives
- Developing a summary of your current financial situation, including a net worth statement, cash flow summary, and insurance analysis
- Reviewing your current investment portfolio and developing an asset management strategy
- Developing a financial management strategy, including liquidity, financial projections and analysis
- Review Real Estate and Business Entity structures in coordinate with future transition and succession plan
- Assessing estate net worth and liquidity
- Ensuing estate plan is properly set up according to your stated intentions
- Identifying tax planning strategies to optimize financial position
- Presenting a written financial plan that will be reviewed in detail with you. This plan will contain recommendations designed to meet your stated goals and objectives, supported by relevant financial summaries.
- Developing an action plan to implement the agreed upon recommendations
- Coordination with CPA / Attorney to share resources and streamline the organization of data, which ultimately leads to less time on their end (and less cost to you)
- Referral to other professionals, as required, to assist with implementation of the action plan.

The total cost for your Financial Plan is expected to be \$2,500. This cost includes development and delivery of your financial plan, unlimited phone and email communication and review meetings in 2024 and 2025.

Our Fee Structure - Wealth Management.....

Because we know the value of savings, we offer a bundled advisor fee for Wealth Management Services. Instead of paying for individual services – or trading costs – your annualized fee includes the following:

- Investment Advisory Management, including asset allocation versus allocation location strategies
- Dedicated Team for one-on-one specialized services
- Risk Management Analysis
- Review of Estate Documents
- Consultation with CPA / Tax Preparer

The total all-in cost to manage your portfolio in conjunction with these services starts at 1% and reduces at various breakpoint levels in the future.

Listed below is a comparison of our annual advisory cost to Vanguard Advisor's Alpha Methodology that quantifies the typical value for each of our services listed above.

		Benefit of moving from the scenario described to Vanguard Advisor's Alpha methodology
Vanguard Advisor's Alpha strategy	Module	Typical value added for client (basis points)
Suitable asset allocation using broadly diversified funds/ETFs	I	> 0*
Cost-effective implementation (expense ratios)	II	34
Rebalancing	III	26
Behavioral coaching	IV	150
Asset location	V	0 to 75
Spending strategy (withdrawal order)	VI	0 to 110
Total-return versus income investing	VII	> 0*
Range of potential value added (basis points)		About 3% in net returns

* Value is significant but too unique to each investor to quantify.

Notes: We believe implementing the Vanguard Advisor's Alpha framework can add about 3% in net returns for your clients and also allow you to differentiate your skills and practice. The actual amount of value added may vary significantly depending on client circumstances.

Source: Vanguard.

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Next Steps and Timeline

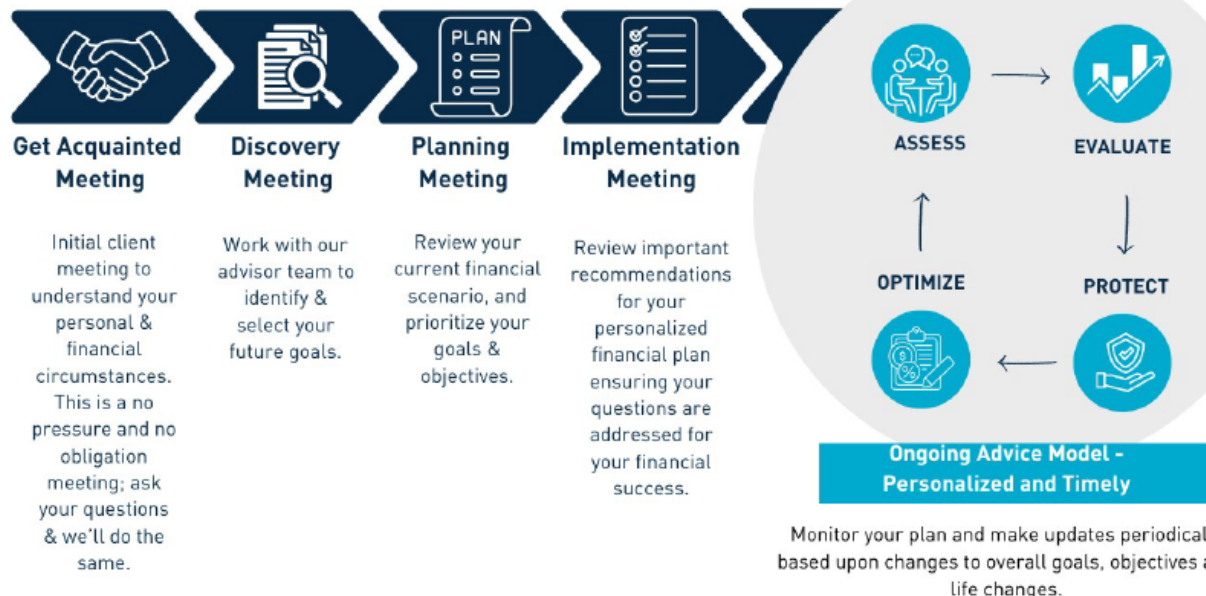
Next Steps:

Our Team is ready to "Make It All Work Together" and help simplify your Financial Life.

- Email Content from Today
- Schedule "I've Got Questions" Call
- Review Email Information
- Conduct "I've Got Questions" Call
- Financial Decision: Go / No Go
- Move forward with Discovery Meeting



Let's Talk Timeline.....



Please find our firm's Client Relationship Summary and ADV:

- Cambridge Investment Research, Inc. Form CRS
- Cambridge Investment Research, Inc. ADV
- Brian Duncan ADV

We're ready to go, **are you?**

Schedule your "I've Got Questions Call" [HERE](#).

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368 Butler Street, 3rd Floor, Pittsburgh, PA 15223 * T 412.238.7330 * F 412.408.3531

Duncan Insurance Group Inc., Duncan Private Wealth Management Inc., and Duncan Accounting & Tax Services Inc., are affiliates of Duncan Financial Group, LLC.

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