



2008 ACA Benchmarking Survey Results

Results are based on the backgrounds of the members surveyed.

	Career Changer - finance field	Career Changer - unrelated field	Commission	Fee-based practice	Fee-only practice	Tax professional	Work for fee-only planner	All ACA Mbrs
% of Responses	17.7%	32.9%	10.7%	8.2%	8.2%	8.2%	9.4%	95.3%
Revenue								
under \$100k	57.1%	72.7%	25.0%	66.7%	28.6%	16.7%	37.5%	50.0%
\$100k-300k	42.9%	27.3%	25.0%	16.7%	42.9%	66.7%	37.5%	37.8%
over \$300k	0%	0.0%	50.0%	16.7%	28.6%	16.7%	25.0%	12.2%
Average Years as ACA Member								
	4.4	4.6	7.4	4.0	5.6	4.2	5.7	5.1
Clients								
Open retainer	20.7	24.4	86.0	43.3	53.0	20.8	97.1	41.9
Wealth Mgmt	ISD	12.1	ISD	ISD	ISD	ISD	ISD	14.5
Other Fin Planning	12.9	12.7	11.6	ISD	7.0	9.5	11.5	11.6
Total Revenue								
2007	\$71,875	\$55,000	\$157,295	\$92,000	\$261,745	\$153,500	\$107,108	\$90,962
2006	\$45,648	\$42,188	\$164,520	\$109,000	\$229,984	\$131,500	\$132,014	\$85,800
Gross Profit Margin								
	72.4%	61.7%	60.1%	ISD	75.3%	59.1%	78.7%	65.8%
Avg Annual Fee 2007								
New Open Retainer	\$4,894	\$4,955	\$5,246	\$7,746	\$5,883	ISD	\$6,884	\$4,950
Renewal Open Retainer	\$2,450	\$2,472	\$2,649	ISD	\$3,777	ISD	\$3,809	\$2,510
Wealth Management	ISD	\$7,153	ISD	ISD	ISD	ISD	ISD	\$8,160
Stage of Practice Matrix								
Stage 1	13.3%	25.0%	33.3%	28.6%	28.6%	28.6%	14.3%	22.6%
Stage 2	33.3%	14.3%	0.0%	14.3%	0%	14.3%	28.6%	16.7%
Stage 3 - Sm Track	33.3%	32.1%	16.7%	42.9%	14.3%	28.6%	14.3%	27.4%
Stage 3 - Lg Track	6.7%	3.6%	0.0%	14.3%	42.9%	14.3%	28.6%	11.9%
Stage 4 - Sm Track	13.3%	21.4%	33.3%	0%	14.3%	14.3%	14.3%	17.9%
Stage 4 - Lg Track	0%	3.6%	16.7%	0%	0%	0%	0%	3.6%
Stage 5 - Sm Track	0%	0%	0%	0%	0%	0%	0%	0.0%
Stage 5 - Lg Track	0%	0%	0%	0%	0%	0%	0%	0.0%

Stages of the Practice Matrix

- Stage 1 Stage 1 ends when practice becomes profitable (usually within 18 months of joining ACA).
- Stage 2 Practice is making a profit but is not self-sustaining (usually within 3 years of joining ACA).
- Stage 3 Practice is self-supporting but advisor is still building business.
- Stage 4 Ideal practice has been built.
- Stage 5 Advisor is looking to transition out of practice.

- Small Track Plan to have 1-2 advisors and will not seek additional professional staff as the practice grows.
- Large Track Plan to add additional professional staff as the practice grows.