



FOR FINANCIAL ADVISORS AND RIA OWNERS

Grow the practice. Or sell it for what it is really worth.

Two paths. We help you grow through client acquisition, practice acquisition, and alternative revenue streams, or we position your practice for the highest multiple when you are ready to sell.

Confidential. Prepared for advisory practice owners.

Are You Growing, or Are You Selling?

That is the whole conversation. We do both, and the first one makes the second one worth more.

GROWING

Build the practice

- New client acquisition
- Practice acquisition
- Alternative revenue streams

More clients, more assets, and revenue that is not tied to market performance.

SELLING

Exit at the right number

- Position for the highest multiple
- Access to 80+ private equity and acquisition firms
- Competitive demand, not a single offer

Most advisors go to market without fixing what buyers actually price. That is where the money is lost.

Whichever path you are on, the first conversation is the same.

WHO YOU ARE WORKING WITH

Thirty Years Inside Your Industry, Not Adjacent to It

Six things brought to the table at once. Most advisors have never had access to more than one or two.

Financial services leadership

Thirty plus years, nearly two decades at American Express, rising to Group Vice President through the Ameriprise spin off and IPO.

AI lead generation and marketing

Owl Strategic AI, a proprietary platform on 200M+ verified records, scoring prospects against your ideal client.

Senior operating leadership

We take a Chief Strategy Officer or Senior Strategic Advisor seat and carry the number. Not a report, a chair.

A network built over decades

Advisors, carriers, providers, centers of influence, investment bankers, family offices, lenders, and private investors.

Alternative revenue streams

Uncommon ways to monetize the book you already have, in categories most practices never reach.

Buyers and exit value

Access to 80+ private equity and acquisition firms, and the positioning work that drives the maximum price.

Growth strategy, the pipeline to execute it, and the buyer relationships when you are ready to sell. From one relationship.

TRACK ONE

Grow revenue and EBITDA.

Three levers. New client acquisition, practice acquisition, and alternative revenue streams inside the book you already have.

New Clients and New Assets

Owl Strategic AI finds high net worth prospects who match your ideal client and are in market right now.

200M+

verified records

Plus intent media

We can run IP targeted impressions against the same prospects your team is calling, so your name is familiar before the first conversation.

Built around your ideal client

Investable assets, net worth, occupation, geography, and the life events that create planning urgency.

Signals, not demographics

Liquidity events, business sales, board and executive changes, property transactions, and digital intent.

Delivered ready to work

Tiered prospects with real time alerts, so your team calls the right name first.

The Revenue Already Sitting in Your Book

Most practices monetize one need for clients who have five. Every one of these is recurring and lifts enterprise value.

Tax planning

Integrated tax strategy deepens the relationship and adds fee revenue that is not tied to market performance.

Estate and wealth transfer

The conversation that protects the next generation of the relationship and the assets that come with it.

Insurance and premium finance

Life, key man, and premium finance for business owner clients, with revenue that does not compress.

Employee benefits for business owners

Your business owner clients carry benefits spend as their second largest line. Restructuring it cuts their cost, lifts their EBITDA, and creates a new revenue line for you.

Healthcare and specialty products

Access to healthcare distribution and specialty offerings most advisory practices cannot reach.

Alternative investments

Private credit, pre IPO, and alternative strategies that most advisory practices cannot access on their own.

Revenue diversification is not just more income. It is the single thing buyers reward most at exit.

Practice Acquisition

The fastest way to add assets is to buy them. We source the books and structure the transaction.

Sourcing

Access to advisors looking to sell part or all of a book, including practices that never reach the open market.

Valuation and structure

What the book is actually worth, and a deal structure that works for both sides.

Capital

Relationships with lenders, investment bankers, family offices, and private investors to fund the acquisition.

Transition

Client retention planning so the assets you paid for are still there in year two.

Acquiring a book adds revenue, diversifies the client base, and raises your own multiple at exit.

TRACK TWO

Sell it for what it is really worth.

When you are ready to exit, in part or in full, we position the practice first and then take it to a market of more than 80 buyers.

Position First. Then Create Competition.

Most advisors take one offer from one buyer. That is how value gets left on the table.

We represent you, not the buyer

- Not brokers and not recruiters
- The practice is positioned before it goes to market
- Multiple buyers at the table, not one
- Full exit, partial sale, or succession

80+

private equity and acquisition firms

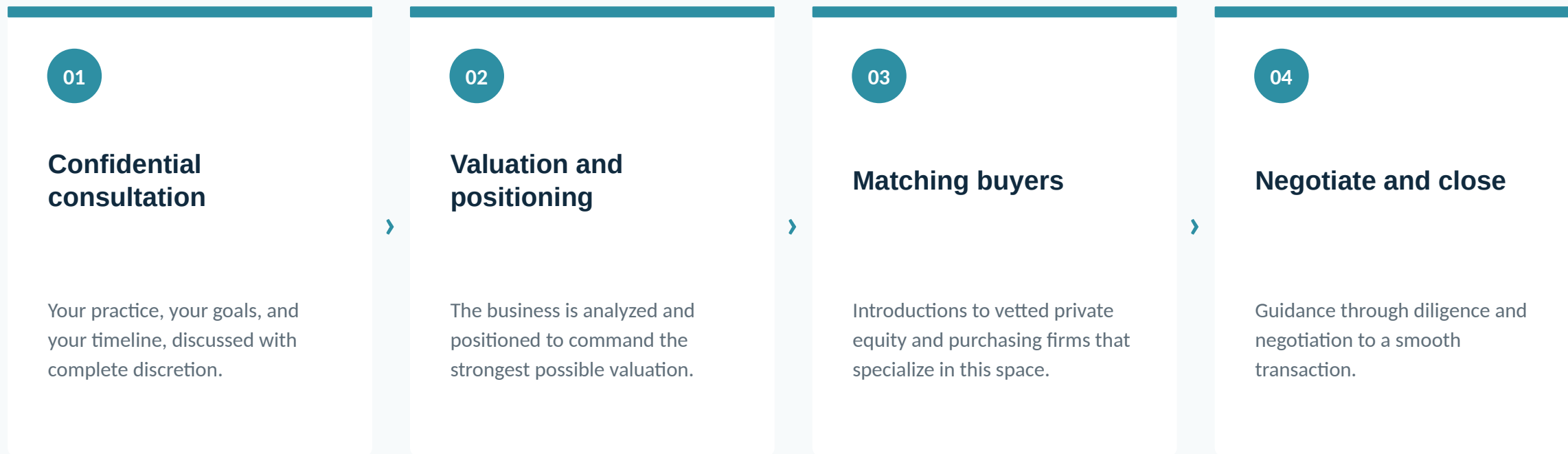
Active buyer relationships across national and regional acquirers

Competition is the whole point

A single interested buyer sets the price. Several interested buyers discover it.

A Clear Path From First Call to Closing

Structured and confidential, designed to protect your interests and maximize the outcome.



You do not have to retire. Deals are structured around your goals, whether that is a full exit, a partial sale, or a succession plan.

Track One Is What Makes Track Two Pay

Buyers do not price your AUM. They price the things we spend our time improving.

Revenue mix

A practice earning only AUM fees is priced lower than one with tax, insurance, and planning revenue.

Growth rate

A flat book and a growing book are not the same asset, and buyers pay very differently for each.

Margin

Enterprise value follows EBITDA. Cost structure matters as much as top line.

Client retention

Deeper relationships across more needs retain better, and buyers underwrite exactly that.

Start twelve to twenty four months before you sell, not the month you decide to.

Every dollar of new recurring revenue and every point of margin compounds into the multiple. Growth work done now is paid back at exit, with interest.



OWL STRATEGIC GROUP

THE NEXT STEP

One conversation. No obligation.

Whether you are building for the next ten years or thinking about the next two, the first conversation is the same.

01 Where the practice is today

Revenue mix, growth rate, and what is working.

02 Where the gaps are

Client acquisition, revenue concentration, or margin.

03 What we would do first

The specific moves, in order, for the first ninety days.

04 A confidential valuation, if useful

What the practice would command today, and how to push it higher.

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