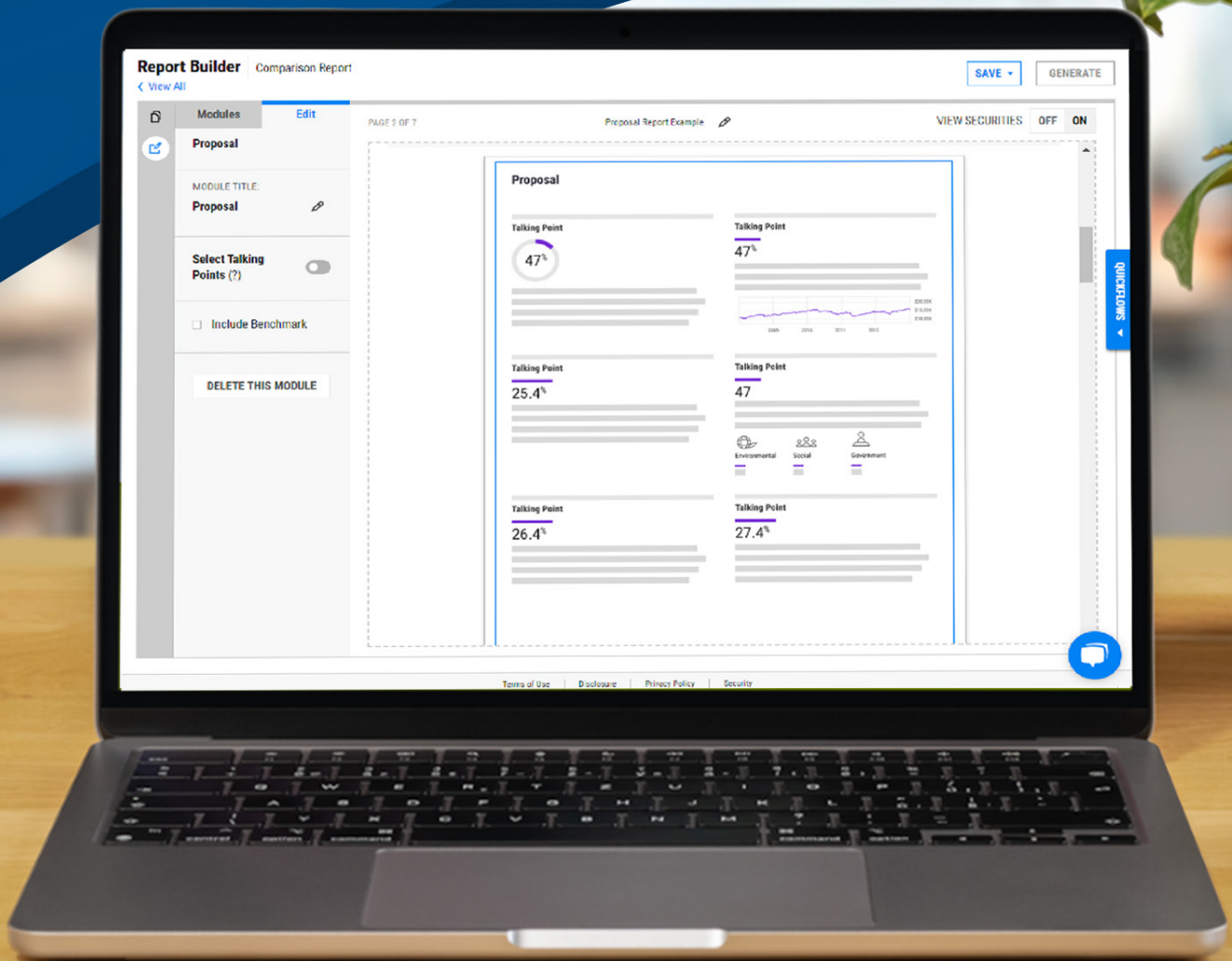


Scaling Growth Requires More Than Hiring Advisors

YCHARTS



Organic Growth Is the Primary Driver of RIA Valuation

AUM growth alone no longer signals firm quality. Investors and acquirers now prioritize:

- Predictable organic growth
- Advisor productivity at scale
- Repeatable client acquisition processes

Why Proposal Generation Matters:

Proposals sit at the moment of conversion.

They directly influence:

- Win rates
- Household acquisition
- Wallet share expansion



The Power of Organic Growth on RIA Valuations

25% EBITDA Margin

	Revenue Multiple
2.5% Organic Growth	2.1
5% Organic Growth	2.3
7.5% Organic Growth	2.5
10% Organic Growth	2.7

30% EBITDA Margin

	Revenue Multiple
2.5% Organic Growth	2.5
5% Organic Growth	2.7
7.5% Organic Growth	3.0
10% Organic Growth	3.3

What's Changed: Market-driven AUM growth is cyclical and volatile. Organic growth reflects:

- Advisor effectiveness
- Client trust
- Operational maturity

Small increases in organic growth create outsized valuation lift. At comparable margins:

- Firms growing faster command higher revenue multiples
- Proposal workflows are one of the few levers leadership can actually control

Valuations based on Mercer Capital's RIA framework, using EBITDA x implied multiple. Assumes 1% advisory fee on AUM; actual results vary by firm.

Firmwide Proposal Solutions Win Business

(and Scale Advisor Output)

What Prospects Expect Today


- Clear articulation of value
- Confidence in recommendations
- Visual proof, not generic talking points

What Breaks Down at Most Firms


- Advisors cobble together performance reports, risk analytics & transition narratives
- Inconsistent quality across offices
- Slow turnaround kills momentum

Why Standardizing Proposal Generation Changes Outcomes


Creates a clear decision framework for prospects



Makes advisor value tangible and defensible

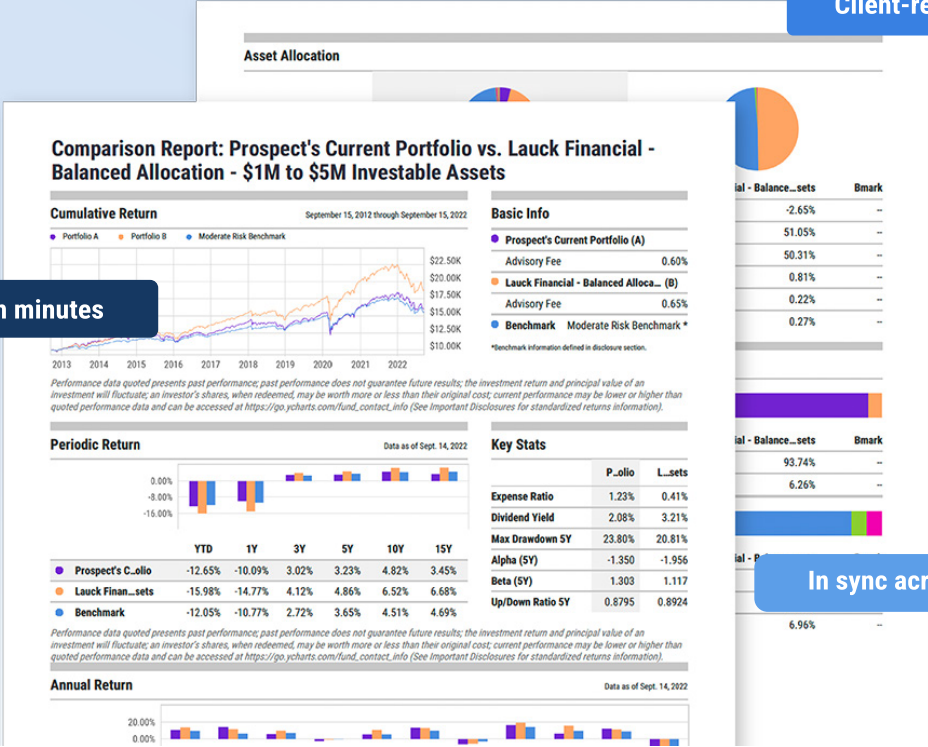


Differentiates advisors in crowded competitive sets



Built In minutes

Client-ready






In sync across teams

Firmwide Proposal Solutions Win Business

(and Scale Advisor Output)

Advisor Impact

-  Improve close rates
-  Shorten sales cycles
-  Increase confidence in conversations




“

I've had prospects tell me, 'I met with six other advisors before you, but I'm going with you.' The reports give me the clarity and confidence to articulate my value, and that's made a measurable difference in my close rate.”

Alan Cohen, Founding Partner,
Spectrum Wealth Partners



Firm-Level Benefits

-  More proposals sent
-  More consistent messaging
-  Better conversion across the advisor base

“

Equipping every advisor at our firm with YCharts is a huge win. Seamless, intuitive, and impactful—this is the kind of tech that drives better decisions and happier clients.”

Dani Fava, Chief Strategy Officer,
Carson Group



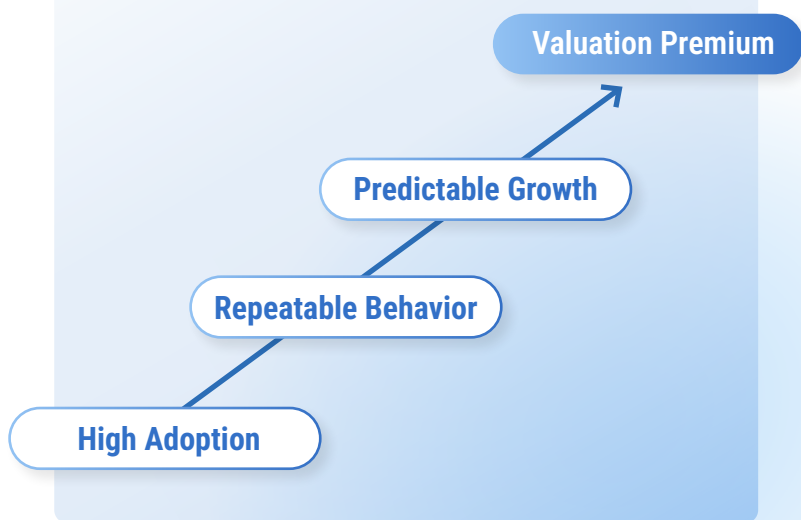
Proposal Tools Only Drive Growth If Advisors Actually Use Them

Why Adoption (Not Features) Determines Growth

The Enterprise Tech Problem

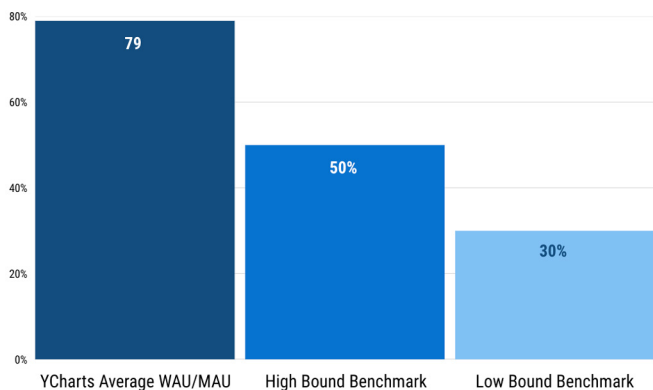
Many proposal tools sit outside daily workflows, require extra effort to onboard, and ultimately become shelfware.

Why Adoption Is the Real Growth Unlock



YCharts Enterprise Usage Efficiency: WAU/MAU vs. B2B SaaS Benchmarks

January 15, 2025 - December 15, 2025 (excluding weekends)



WAU (Weekly Active Users): Number of unique users who log in during a given week.
MAU (Monthly Active Users): Number of unique users who log in during a given month.
WAU/MAU Ratio: The percentage of monthly users who use the platform weekly.

Benchmark sources: Command AI

Why YCharts Is Different




Embedded directly into research, portfolio analysis, and client communications. This leads to weekly usage that far exceeds B2B SaaS benchmarks, indicating tools are mission-critical.

Proposal Tools Only Drive Growth If Advisors Actually Use Them

Why Adoption (Not Features) Determines Growth

Client & Advisor Confidence

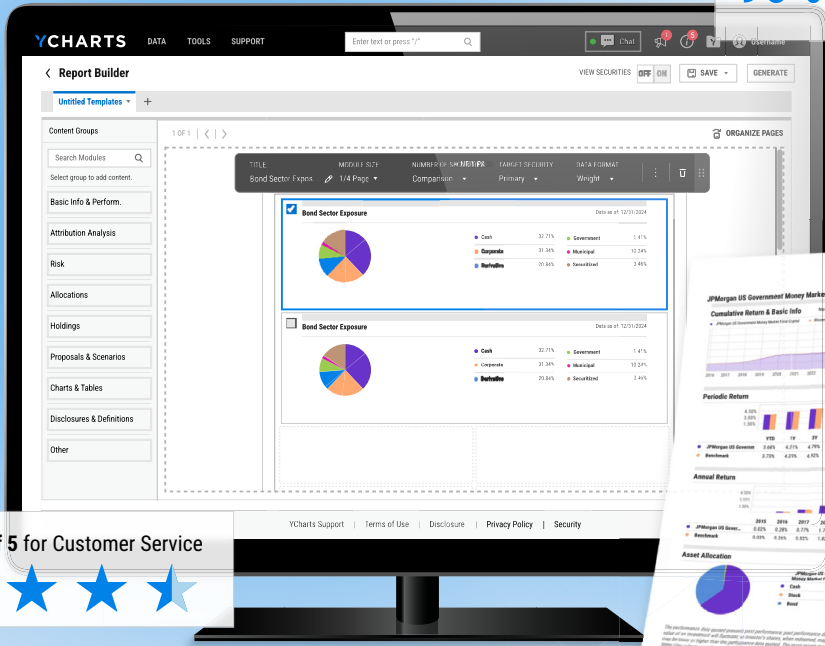
High satisfaction reinforces:

-  Advisor trust in the platform
-  Consistent client experience
-  Long-term retention

Final Takeaway

Having a firmwide proposal generation software helps scale advisor effectiveness, standardize excellence across offices and demonstrate operational maturity to acquirers.

90% of Experienced Users Rated YCharts Above Average or Best in Class



Rated 4.5 Out of 5 for Customer Service

