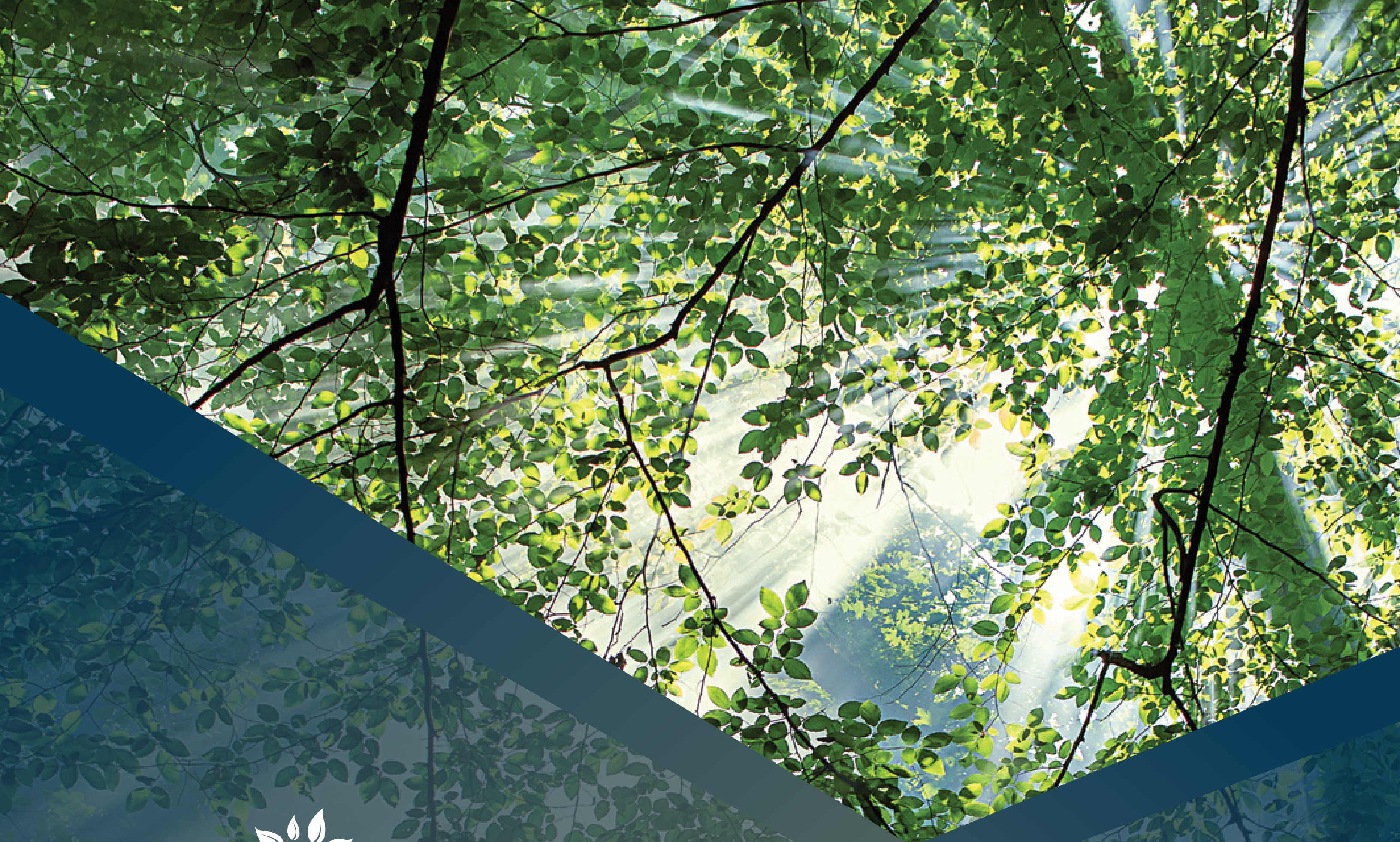

MARSHALL
FINANCIAL
TRANSITIONS

THE MERGER PARTNERSHIP

A Partnership That Can Benefit You & Your Clients

Have you have grown a successful book of business and are ready for the next step? Perhaps you are looking to monetize your practice, join an established firm, or find the right fit for yourself and your clients. Whatever your reason for seeking the next step, Marshall Financial Transitions can provide flexible options that work for you.

Connect with us to learn about partnering with Marshall Financial Group.

Schedule a call | 410.563.1044 | pete.marshall@mftransitions.com | mftransitions.com

MARSHALL FINANCIAL TRANSITIONS

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INTRODUCTION TO
MARSHALL FINANCIAL GROUP

Hello and Welcome!

First, thank you for considering us for a potential partnership. I'm incredibly proud of Marshall Financial Group and am honored that you are interested in learning more about how we could partner.

I started this firm with a clear vision for what we would do 'better' for our clients and colleagues. Years of hard work and the right team have made it possible. When you build a firm that you love, adding the right people is imperative. Our merger partnerships always begin with ensuring that we are the right fit or in simple terms, that we like each other! Once that is established, I'm confident that we can find a flexible partnership agreement that works for you.

Marshall Financial Transitions was created to seamlessly integrate and transition new partners into Marshall Financial Group. We welcome Advisors with $25M+ in AUM that are looking to join a successful established firm. If we are a right fit, you will be a true partner from day one, and will be welcomed into our firm as a friend and respected colleague.

If you would like to learn more about us, please **contact me directly.**

I look forward to meeting you.

Best Regards,

Pete Marshall
Managing Partner, Senior Financial Advisor

410.563.1044
pete.marshall@mftransitions.com
Schedule a call
mftransitions.com

YOUR GOALS & OUR BENEFITS

Deciding to merge your book of business with another firm is not a simple decision. To help determine if we meet your needs and objectives, we have outlined a few benefits that come with merging with Marshall Financial Group:

YOUR CLIENTS	Maintain your client relationships and investments with the support of an established firm.
TECHNOLOGY	Utilize the proven tools and technology with help from supportive and friendly colleagues.

TEAM INTEGRATION	Existing team members can join as W-2 employees and/or as 1099s.
	• W-2 Employee
	    • Upfront payment for existing book of business
	    • Potential for equity ownership
	• 1099 Contractor

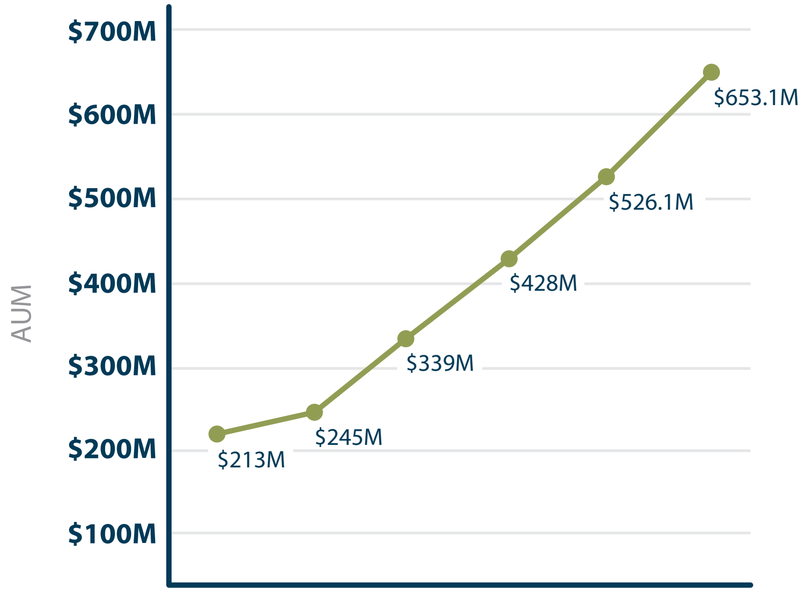
FLEXIBLE WORK LOCATION	Team members living near Hunt Valley, MD can work in office. In addition, we can accommodate remote working arrangements throughout the United States.
FLEXIBLE STRUCTURE	Multiple deal considerations including upfront plus earn-outs, all cash, mix of cash and partner firm equity.
EQUITY	Opportunity to monetize 100% of EBITDA or agree to a timeline that works better for you.
BRAND	Adopt Marshall Financial Group's brand and enjoy the marketing support and growth of our firm.

The most important aspect of any potential partnership is the relationship between you and the established firm. Contact us to learn more about Marshall Financial Group – we look forward to getting to know you!

Schedule a call 410.563.1044 pete.marshall@mftransitions.com

AT A GLANCE

GROWTH CHART OF AUM OVER PAST 5 YEARS



YEAR	2019	2020	2021	2022	2023	2024
GROWTH %	28%	15%	38%	26%	23%	24%

TOTAL AUM
$653.1M

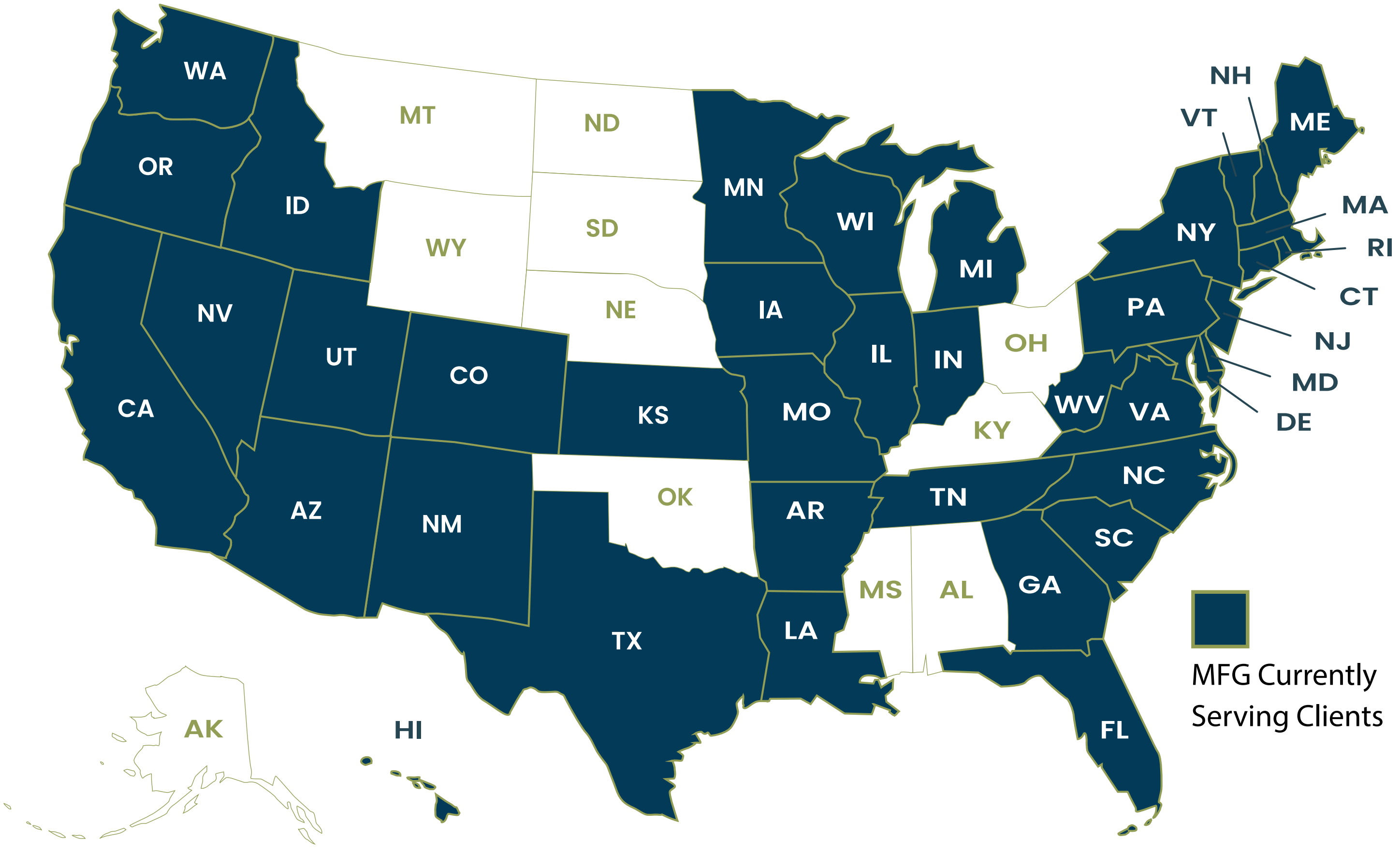
TOTAL TEAM MEMBERS
17

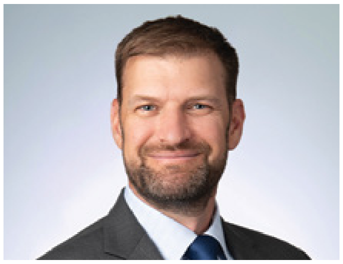
TOTAL CLIENTS
701

AVERAGE CLIENT SIZE
$931.7K

†Numbers correct as of 12/31/24

Marshall Financial Group is an independent wealth management firm and Registered Investment Advisor (RIA) that was founded by Pete Marshall, CEPA®, Managing Partner, Senior Financial Advisor in 2005. We serve clients throughout the United States.





PETE MARSHALL
CEPA®, Managing Partner, Senior Financial Advisor

SHERYL PARKS
MSF, CFP®, CDFA®, Partner, Director of Financial Planning, Senior Financial Advisor

ANTHONY PUGLIESE
AIF®, Partner, Director of Investment Management, Senior Financial Advisor

RUSS ARMSTRONG
CFP®, CIMA®, Senior Financial Advisor

ROBIN HOUSE
CCFS®, Senior Financial Advisor

CHERYL STUART
Director of Wealth Management, Senior Financial Advisor

ANDREW HASZ
Senior Financial Advisor

DAVID GASPER
CFP®, CIMA®, Associate Financial Advisor

JAMES WILLIAMSON
Associate Financial Advisor

HEATHER SEDA
Chief Operating Officer

LINDY MARSHALL
Corporate Strategist

SHEILA DIAZ
Operations Specialist

HOLLY BERGEN
Senior Executive Coordinator, M&A

THOMAS MCANDREW
Client Service Associate

KATIE BREDLOW
Client Service Associate

KYLE LEVICKAS
Client Service Associate

ALLYSON SITLER
Client Service Associate

CLIENT ADVISOR SUPPORT

Providing our Advisors with the right tools, technology and support is imperative for the success of our team and clients. If you decide to merge with Marshall Financial Group, you will have access to our full-service RIA platform and operational infrastructure, that can support you with:

- **ACCOUNTING/FINANCIAL REPORTING**
- **CLIENT SERVICE & OPERATIONS TEAM**
- **COMPLIANCE**
- **CUSTODIAL PARTNERS**
- **FINANCIAL PLANNING TEAM**
- **HUMAN RESOURCES**
- **INVESTMENT**
- **MARKETING TEAM**
- **OPERATIONS**
- **RETIREMENT PLANNING TEAM**
- **SUCCESSION PLANNING AND GROWTH**
- **AND MUCH MORE**

TECHNOLOGY

FINANCIAL PLANNING

- eMoney
- Hidden Levers
- holistiplan

INVESTMENT MANAGEMENT

- ORION
- Pontera
- YCHARTS

CLIENT SERVICES & OPERATIONS

- Broadridge
- Calendly
- DocuSign
- LastPass
- Microsoft 365
- MILEMARKER
- REDTAIL
- RIA in a Box
- salesforce
- zoom

MERGER PARTNERSHIP MODELS

Marshall Financial Transitions offers flexible partnership opportunities that typically include the following remuneration:

- **Upfront Payment**
  - Multiple payments based on agreed timeline and cash/equity split.
- **Retention Earn-Outs**
  - Earn-outs paid in cash based on a sliding scale as per an agreed % of revenue retained.
- **Growth Earn-Outs**
  - Earn-outs paid in cash based on growth of revenue over agreed timeline.
- **Ongoing Compensation**
  - Market compensation, including base, bonus and benefits.

ACQUISITIONS ROADMAP

Thoughts of company mergers are often filled with stress and uncertainty. Marshall Financial Transitions has successfully managed the integration of multiple firms into The Marshall Financial Group. Our success to date is because we take the time to ensure that our partnership will be a perfect fit and starts with meeting you/your team. To help alleviate potential concerns, we have created this roadmap:

01

INTRODUCTIONS & DISCOVERY

Together, we clarify our shared objectives of the merging entities and confirm aligned goals for all stakeholders. This includes meeting the team, learning about our professional culture and sharing personal stories so that we can become great colleagues.

02

LEARN & ASSETS

In this step, we review business practices, discuss your book of business and identify opportunities and potential challenges. From there, we start due diligence which includes examining relevant financial, operational, and legal documents to assess potential risks before agreeing to terms.

03

PLAN & ACHIEVE

We share roles and responsibilities of the entire team so that you know how we can and will support you. In addition, we review client communication plans and adjust based on your comfort level. From there, the letter of intent is issued which outlines the initial agreement and provides details to formulate fair market value, terms, and conditions.

04

IMPLEMENT & ACHIEVE

Our team will review the transitions process with you and work to schedule an official start date. Your new team is made available to answer any questions you may have and welcome you to Marshall Financial Group.

05

START DATE

Your first official day with Marshall Financial Group!

CONTACT US

MARSHALL
FINANCIAL
TRANSITIONS

THANK YOU.
THANK YOU.
THANK YOU.

We appreciate your time and consideration. If you have any questions or would like to discuss a potential merger partnership, please contact us at your convenience. Regardless of your next step, we wish you a successful future.

Schedule a call
410.563.1044
pete.marshall@mftransitions.com
mftransitions.com

Main Office:
225 Schilling Circle, Suite 295
Hunt Valley, MD 21031