

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

1. Introduction

TRUE ENSEMBLE™ DATA INSIGHTS 2024

Conducted by BlackRock® and The Ensemble Practice

Welcome to the definitive performance, growth, and compensation benchmarking study for advisory firms: True Ensemble Data Insights 2024. We greatly appreciate your participation and to make the best of your time, we recommend you review the [study overview](#) to see the type of information needed and FAQs. You can also access the PDF of the questionnaire [here](#).

IMPORTANT NOTE ABOUT YOUR DATA: Participant data is collected and retained only by The Ensemble Practice. No individual data will be published in the report or with parties outside of The Ensemble Practice. BlackRock will not have access to participant information or individual data.

BlackRock® is a registered trademark of BlackRock, Inc. and its affiliates (“BlackRock”) and is used under license. BlackRock makes no representations or warranties regarding the advisability of investing in any product or the use of any service offered by The Ensemble Practice. BlackRock has no obligation or liability in connection with the operation, marketing, trading or sale of any product or service offered by The Ensemble Practice.

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

2. Tell us about yourself!

Please note that an asterisk (*) denotes that the question is required.

* 1. Your Name:

First Name:

Last Name:

* 2. Email Address:

* 3. Can we email a copy of the final reports to this email address?

Please note that the report contains industry financial and compensation information (not your individual) that may be seen by others who have access to your e-mail (e.g., an assistant)

Yes

No

* 4. Can we contact you for follow up questions regarding the survey?

Yes

No

3. Alternate Email Address

If you answered "no" to receiving a copy of the survey report at the email address entered on the previous page, please specify if there is an alternate email address you'd like the report sent to.

5. Is there an alternate email address we can send the final reports to?

No - I do not want to receive the report.

Yes - please send report to this alternate email address:

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

4. About Your Firm

Please note that an asterisk (*) denotes that the question is required.

* 6. Tell us about your great company:

Firm Name	<input type="text"/>
Website	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>

* 7. Metropolitan Area:

* 8. Business Affiliation:

9. Who is your primary broker/dealer? Skip if N/A.

10. Primary Custodian Relationship:

* 11. Firm Service Model:

* 12. Market segment best representing the clients you target:

- Ultra High Net Worth - Investable Assets over \$25 Million
- High Net Worth - Investable Assets over \$1 Million and below \$25 Million
- Affluent Market - Investable Assets between \$500,000 and \$1 million
- Mass Market - Any investable assets

* 13. How many shareholders/unit-owners does the operating entity have?

* 14. Are any of the shareholders "external entities" rather than individuals actively employed in the business?

Yes

No

15. What is the best way to describe the external entity? Skip if N/A.

16. Do you have a succession plan in place for your business/practice?

I do NOT have a succession plan

I know my ideal succession plan, but have not yet put it in place

I have a succession plan, but have not reviewed it recently

I have a succession plan and I evaluate & update it regularly

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

5. About Your Accounts

17. What is your average fee by account size? Enter fee in terms of BASIS POINTS (whole number):

250k	<input type="text"/>
500k	<input type="text"/>
1mm	<input type="text"/>
2.5mm	<input type="text"/>
5mm	<input type="text"/>
10mm	<input type="text"/>
20mm	<input type="text"/>

18. For your HNW (high net worth) clients, how do you use the following vehicles?

	Currently use at the right level	Currently use and planning to increase	Thinking of using	Do not use
Alternatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SMA's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct Indexing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donor Advised Funds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

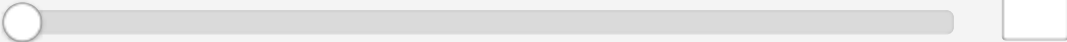
6. Percent Ownership

If you answered "Yes" to "Are any of the shareholders "external entities" rather than individuals actively employed in the business?":

19. What percent of the ownership interest is owned by the external entities?

Please round to the nearest whole number using the slider or by entering manually.

0 100



True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

7. Financials in 2022

Please note that an asterisk (*) denotes that the question is required.

* 20. Financials in 2022:

Total Revenue (\$)

Operating Profit (\$)

End of year AUM 2022 (**enter FULL \$ AUM amount, do not abbreviate**)

* 21. Number of client households serviced in 2022:

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

8. Financials in 2023

Please note that an asterisk (*) denotes that the question is required.

* 22. REVENUE in 2023:

Asset-based Fees (\$)	<input type="text"/>
Planning Fees, Fixed Fees or Retainers (\$)	<input type="text"/>
Commissions and Trails (\$)	<input type="text"/>
Other Revenue (\$)	<input type="text"/>
Total Revenue (\$)	<input type="text"/>

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

9. Financials in 2023

Please note that an asterisk (*) denotes that the question is required.

Total Revenue in 2023: $\$ \{ \{ Q22.R5 \} \}$

* 23. DIRECT COSTS in 2023:

Advisory Department Compensation (\$) (All advisors at all levels, including wealth managers, planners, service advisors, paraplanners, business development officers, Estate Planners and similar positions)

Investment Department Compensation (\$) (All portfolio managers, Chief Investment Officer and analysts)

Specialized Services (\$) (All tax preparers, insurance agents or other specialized services serpate from the advisory department)

Solicitor Fees and Custodian referral fees (\$)

Total Direct Costs (\$) (SUM of above):

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

10. Financials in 2023

Please note that an asterisk (*) denotes that the question is required.

Total Revenue in 2023: $\{\{Q22.R5\}\}$

Total Direct Costs in 2023: $\{\{ Q23.R5 \}\}$

* 24. EMPLOYEE OVERHEAD COSTS in 2023:

Please do NOT use decimal figures. Round to nearest whole number to avoid validation error.

Executive Compensation (\$) (All CEOs, COOs, CCOs and other executives fully dedicated to management of the firm):

Marketing Department Compensation (\$) (Marketing Coordinators, Managers and Chief Marketing Officer):

Operations and Compliance Department Compensation (\$) (All Client service administrators, traders, performance reporting analysts, technology employees and other operations positions):

Administrative Department Compensation (\$) (All assistants, internal bookkeepers and accountants, human resources):

Employee Benefits and Training (\$):

Total Employee Cost (\$) (SUM of above):

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

11. Financials in 2023

Please note that an asterisk (*) denotes that the question is required.

Total Revenue in 2023: $\{\{Q22.R5\}\}$

Total Direct Costs in 2023: $\{\{ Q23.R5 \}\}$

Total Employee Overhead Costs in 2023: $\{\{ Q24.R6 \}\}$

* 25. NON-EMPLOYEE OVERHEAD COSTS in 2023:

Please do NOT use decimal figures. Round to nearest whole number to avoid validation error.

Marketing (\$)

Rent and Utilities (\$)

Technology (\$)

Other General & Administrative Costs (\$)

Total Non-Employee Overhead (\$) (SUM of above):

12. Financials in 2023

Please note that an asterisk (*) denotes that the question is required.

Total Revenue in 2023: $\{\{Q22.R5\}\}$

Total Direct Costs in 2023: $\{\{ Q23.R5 \}\}$

Total Employee Overhead Costs in 2023: $\{\{ Q24.R6 \}\}$

Total Non-Employee Overhead Costs in 2023: $\{\{ Q25.R5 \}\}$

* 26. Operating Profit in 2023: \$

27. Total Long Term Debt Owed by the Firm in 2023: \$

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

13. Client Household Relationships in 2023

Please note that an asterisk (*) denotes that the question is required.

* 28. Client household changes during the year:

Beginning Clients on January 1, 2023: **{{ Q21 }}**

Households added

Households lost to voluntary attrition (firm's decision)

Households lost to involuntary attrition (client's decision)

Total households serviced during the year (Beginning Clients + Households added - Households lost):

* 29. AUM changes during 2023 (Please enter FULL numerical \$ AUM amount, do not abbreviate or shorten AUM):

Starting AUM in 2023: **{{ Q20.R3 }}**

AUM from new client relationships (\$)

AUM contributions from existing clients (\$)

AUM distributions to existing clients (\$)

AUM lost to client departures (\$)

AUM gain or loss from market changes (\$)

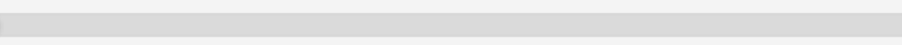
End of year AUM (2023) (\$):

30. What percentage of 2023 AUM is from a merger or acquisition?

Please round to the nearest whole number using the slider or by entering manually.

0%

100%



* 31. Do you track "leads" (contacts who express interest in your services)?

Yes

No

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

14. Growth and Leads

32. How many leads did you generate in 2023?

33. For new clients from the beginning of 2023 until now, what percentage is attributable to the following sources?

Please enter as a % out of 100. For example, if 5%, enter "5". Do not use decimals or special characters. Please ensure entries sum to 100%.

GENERATED THE LEAD:

Referrals from existing clients

Referrals from other professionals such as CPAs or Attorneys

Custodian referrals

Networking and other business development by the advisors

Networking and other business development by dedicated business development officers

Marketing and branding efforts of the firm (e.g. leads coming to the firm rather than a specific advisor)

Seminars or classes thought by advisors

Other

34. CLOSED THE SALE:

Referrals from existing clients

Referrals from other professionals such as CPAs or Attorneys

Custodian referrals

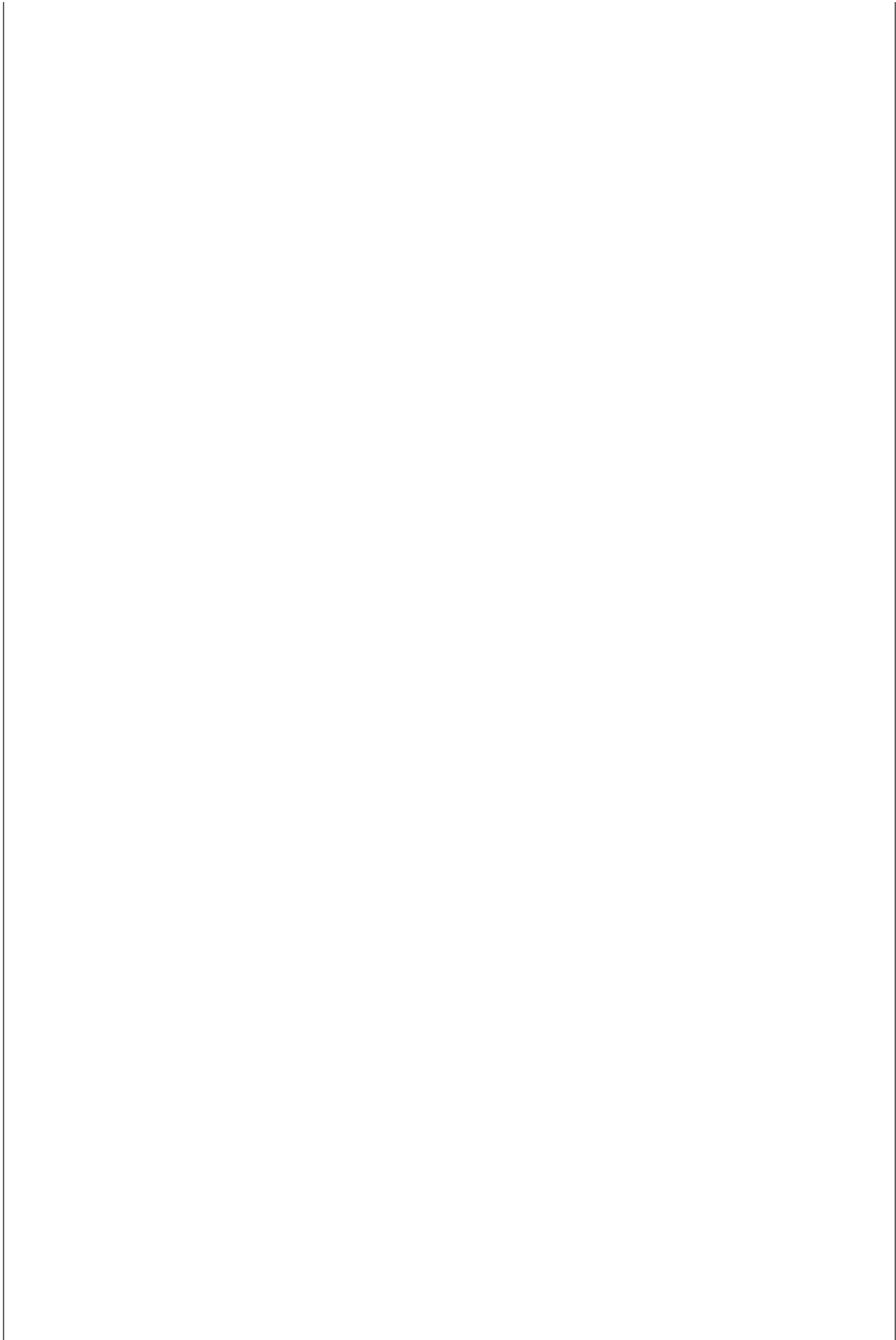
Networking and other business development by the advisors

Networking and other business development by dedicated business development officers

Marketing and branding efforts of the firm (e.g. leads coming to the firm rather than a specific advisor)

Seminars or classes thought by advisors

Other



15. Growth Targets

Please note that an asterisk (*) denotes that the question is required.

35. Revenue growth rate target for 2024?

Please round to the nearest whole number using the slider or by entering manually.

0% 200%

* 36. Do you set individual business development targets for advisors/wealth managers?

Yes

No

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

16. Individual Business Development Targets

If you answered "yes" to "Do you set individual business development targets...", please enter the following information.

37. Are your business development targets defined by the position (e.g. all advisors have the same target) or by the individual practice (e.g. one advisor's target is different than another based on criteria such as existing clients)?

Defined by Position

Individual Practice

38. New business development targets for 2024 by position (please enter FULL numerical \$ AUM amount, do not abbreviate or shorten AUM).

Senior Advisor (\$)

Advisor (\$)

Business Development
Officers (\$)

17. Advisory Compensation

Please provide the following information regarding Advisory roles in your firm:

ROLE DESCRIPTIONS:

- **Advisory Department Leader - Leads the advisory department and works with all advisors on ensuring productivity and high quality of service.**
- **Director of Financial Planning - Serves as the ultimate expert on planning and oversees the creation of financial plans, the training of advisors and performs quality control on financial plans.**
- **Business Development Officer - Responsible for generating leads and new client relationships. Typically has no client service responsibility or a diminished client load.**
- **Senior Advisors - The most experienced advisors who are focused on leading client relationships and also often have business development responsibilities. Includes titles such as Senior Wealth Manager, Partner or Managing Director**
- **Advisors - Experienced professionals who lead client relationships but may not have business development responsibilities or have lower business development targets compared to senior advisors.**
- **Service Advisor - Advisors who primarily support the relationships managed by others. Highly trained and credentialed, service advisors may be able to perform most of the tasks in the client relationship but most of the time they rely on another advisor to manage the relationship with the client.**
- **Associate Advisor - Entry level professionals with the least amount of experience. Typically support other advisors with planning and analysis. This is also the position when professionals obtain their licenses and designations.**
- **Financial Planners - Professionals who specialize in drafting financial plans and may work with some clients, but do not lead client relationships.**
- **Paraplanners - Professionals who specialize in drafting plans, but often do not work directly with clients.**

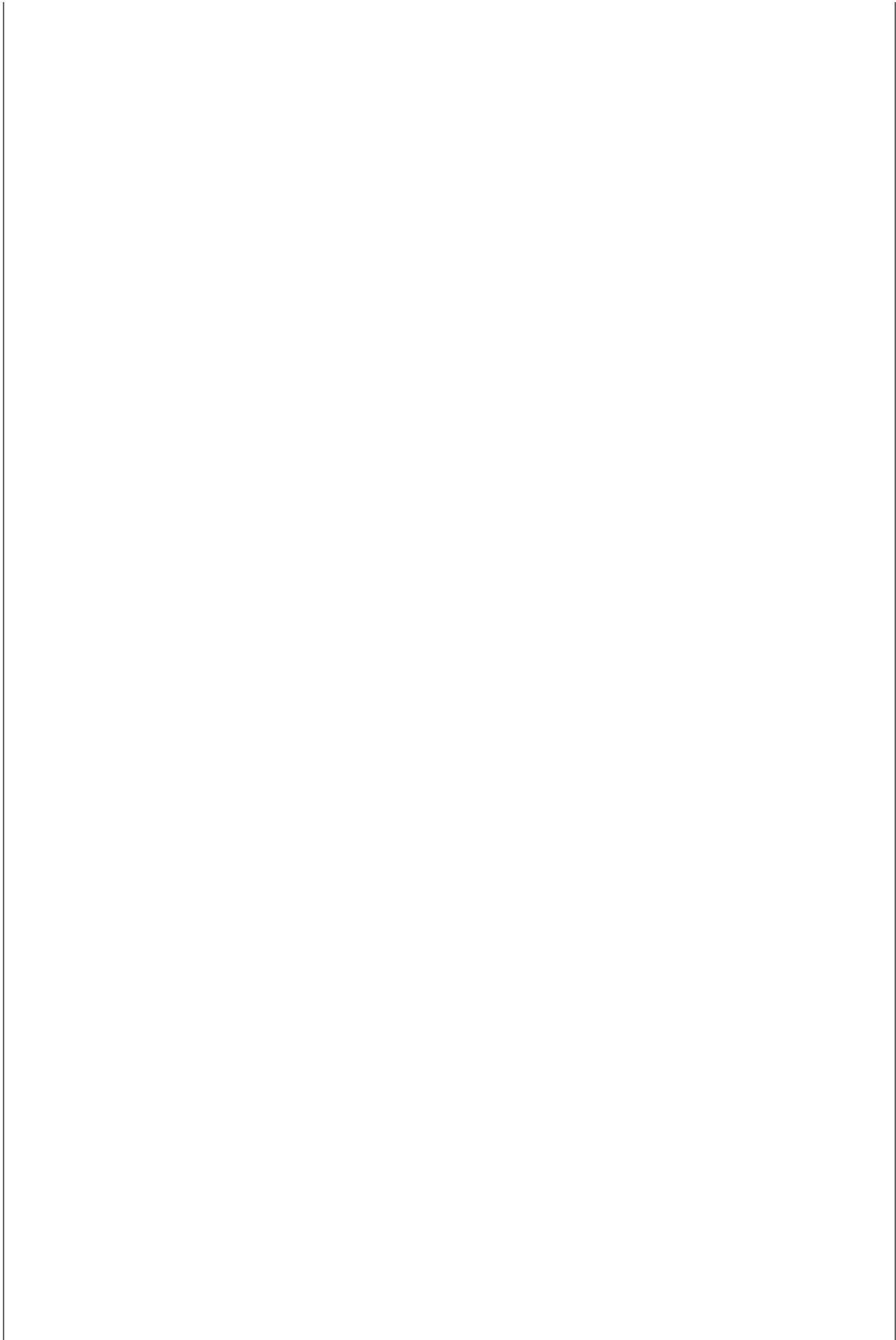
* 39. REQUIRED: For each ADVISORY position, please select which positions are employed at your firm (a checked box means "yes, one or more incumbents" and an unchecked box means "no incumbents").

Employed

Advisory Department Leader	<input type="checkbox"/>
Director of Financial Planning	<input type="checkbox"/>
Business Development Officer	<input type="checkbox"/>
Senior Advisor	<input type="checkbox"/>
Advisor	<input type="checkbox"/>
Service Advisor	<input type="checkbox"/>
Associate Advisor	<input type="checkbox"/>
Financial Planner	<input type="checkbox"/>
Paraplanner	<input type="checkbox"/>

40. For each ADVISORY position, please select what type of equity compensation is received (a checked box means "yes" and an unchecked box means "no" or N/A):

	Deferred Income Offered?	Synthetic Equity Offered? (e.g. phantom stock)	Parent Company or Stock Offered?	Stock Compensation or Restricted Stock or Stock Options?
Advisory Department Leader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director of Financial Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Development Officer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senior Advisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service Advisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Associate Advisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial Planner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paraplanner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



18. Advisory Department Leader - Compensation

Please enter the requested information regarding how your Advisory Department Leader is paid:

- **Advisory Department Leader - Leads the advisory department and works with all advisors on ensuring productivity and high quality of service.**

41. Advisory Department Leader:

Current Number of Incumbents (2024)

Number of Incumbents in the beginning of 2023

New Hires (since 1/1/2023)

Promotions to the Position (since 1/1/2023)

Departures (since 1/1/2023)

Terminations (since 1/1/2023)

Average Experience of Incumbents (in years)

Number who are CFPs

Average Revenue Managed by Incumbents

Number of Incumbents who are shareholders/unit holders in the firm

42. What standard compensation do you pay your Advisory Department Leaders?

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

19. Director of Financial Planning - Compensation

Please enter the requested information regarding how your Director of Financial Planning is paid:

- **Director of Financial Planning - Serves as the ultimate expert on planning and oversees the creation of financial plans, the training of advisors and performs quality control on financial plans.**

43. Director of Financial Planning:

Current Number of Incumbents (2024)

Number of Incumbents in the beginning of 2023

New Hires (since 1/1/2023)

Promotions to the Position (since 1/1/2023)

Departures (since 1/1/2023)

Terminations (since 1/1/2023)

Average Experience of Incumbents (in years)

Number who are CFPs

Average Revenue Managed by Incumbents

Number of Incumbents who are shareholders/unit holders in the firm

44. What standard compensation do you pay your Director of Financial Planning?

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

20. Business Development Officer - Compensation

Please enter the requested information regarding how your Business Development Officers are paid:

- **Business Development Officer - Responsible for generating leads and new client relationships. Typically has no client service responsibility or a diminished client load.**

45. Business Development Officer:

Current Number of Incumbents (2024)

Number of Incumbents in the beginning of 2023

New Hires (since 1/1/2023)

Promotions to the Position (since 1/1/2023)

Departures (since 1/1/2023)

Terminations (since 1/1/2023)

Average Experience of Incumbents (in years)

Number who are CFPs

Average Revenue Managed by Incumbents

Number of Incumbents who are shareholders/unit holders in the firm

46. Business Development Officer - Is the Position Paid Primarily Variable Compensation or Primarily Salary?

- Salary
- Variable Compensation
- Combination of Salary and Variable Compensation

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

21. Senior Advisor - Compensation

Please enter the requested information regarding how your Senior Advisors are paid.

- **Senior Advisors - The most experienced advisors who are focused on leading client relationships and also often have business development responsibilities. Includes titles such as Senior Wealth Manager, Partner or Managing Director**

47. Senior Advisor:

Current Number of Incumbents (2024)

Number of Incumbents in the beginning of 2023

New Hires (since 1/1/2023)

Promotions to the Position (since 1/1/2023)

Departures (since 1/1/2023)

Terminations (since 1/1/2023)

Average Experience of Incumbents (in years)

Number who are CFPs

Average Revenue Managed by Incumbents

Number of Incumbents who are shareholders/unit holders in the firm

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

48. Senior Advisor - Is the Position
Paid Primarily Variable
Compensation or Primarily Salary?

- Salary
- Variable Compensation
- Combination of Salary and Variable
Compensation

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

22. Advisor - Compensation

Please enter the requested information regarding how your Senior Advisors are paid.

- **Advisors - Experienced professionals who lead client relationships but may not have business development responsibilities or have lower business development targets compared to senior advisors.**

49. Advisor:

Current Number of Incumbents (2024)

Number of Incumbents in the beginning of 2023

New Hires (since 1/1/2023)

Promotions to the Position (since 1/1/2023)

Departures (since 1/1/2023)

Terminations (since 1/1/2023)

Average Experience of Incumbents (in years)

Number who are CFPs

Average Revenue Managed by Incumbents

Number of Incumbents who are shareholders/unit holders in the firm

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

50. Advisor - Is the Position Paid
Primarily Variable Compensation or
Primarily Salary?

- Salary
- Variable Compensation
- Combination of Salary and Variable
Compensation

23. Advisory Compensation - Salary

If you answered "Salary" or "Combination of Salary and Variable Compensation" on the previous page, please provide the following information regarding the applicable roles at your firm:

ROLE DESCRIPTIONS:

- **Business Development Officer - Responsible for generating leads and new client relationships. Typically has no client service responsibility or a diminished client load.**
- **Senior Advisors - The most experienced advisors who are focused on leading client relationships and also often have business development responsibilities. Includes titles such as Senior Wealth Manager, Partner or Managing Director**
- **Advisors - Experienced professionals who lead client relationships but may not have business development responsibilities or have lower business development targets compared to senior advisors.**

51. What standard salary do you pay your **Business Development Officers**? Skip if N/A.

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

52. What standard salary do you pay your **Senior Advisors**? Skip if N/A.

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

53. What standard salary do you pay your **Advisors**? Skip if N/A.

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

24. Variable Compensation

If you answered "Variable Compensation" or "Combination of Salary and Variable Compensation" on the previous page, please provide the following information regarding the applicable roles at your firm:

ROLE DESCRIPTIONS:

- **Business Development Officer - Responsible for generating leads and new client relationships. Typically has no client service responsibility or a diminished client load.**
- **Senior Advisors - The most experienced advisors who are focused on leading client relationships and also often have business development responsibilities. Includes titles such as Senior Wealth Manager, Partner or Managing Director**
- **Advisors - Experienced professionals who lead client relationships but may not have business development responsibilities or have lower business development targets compared to senior advisors.**

54. How do you pay your **Business Development Officers**?

Please enter the following as percentages out of 100 (for example, if 5%, enter "5"). Skip if N/A.

Variable Compensation, Payout Received (Min)

Variable Compensation, Payout Received (Max)

Variable Compensation, Payout Received (Average)

Revenue Managed: % paid at \$250,000

Revenue Managed: % paid at \$500,000

Revenue Managed: % paid at \$1,000,000 (1 Million)

Revenue Managed: % paid at \$1,000,000 (1 Million)

Revenue Managed: % paid at \$1,500,000 (1.5 Million)

Revenue Managed: % paid at \$2,000,000 and over (2 Million +)

55. How do you pay your **Senior Advisors**?

Please enter the following as percentages out of 100 (for example, if 5%, enter "5"). Skip if N/A.

Variable Compensation, Payout Received (Min)

Variable Compensation, Payout Received (Max)

Variable Compensation, Payout Received (Average)

Revenue Managed: % paid at \$250,000

Revenue Managed: % paid at \$500,000

Revenue Managed: % paid at \$1,000,000 (1 Million)

Revenue Managed: % paid at \$1,000,000 (1 Million)

Revenue Managed: % paid at \$1,500,000 (1.5 Million)

Revenue Managed: % paid at \$2,000,000 and over (2 Million +)

56. How do you pay your **Advisors**?

Please enter the following as percentages out of 100 (for example, if 5%, enter "5"). Skip if N/A.

Variable Compensation, Payout Received (Min)

Variable Compensation, Payout Received (Max)

Variable Compensation, Payout Received (Average)

Revenue Managed: % paid at \$250,000

Revenue Managed: % paid at \$500,000

Revenue Managed: % paid at \$1,000,000 (1 Million)

Revenue Managed: % paid at \$1,000,000 (1 Million)

Revenue Managed: % paid at \$1,500,000 (1.5 Million)

Revenue Managed: % paid at \$2,000,000 and over (2 Million +)

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

25. Service Advisor - Compensation

Please enter the requested information regarding how your Service Advisors are paid:

- **Service Advisor - Advisors who primarily support the relationships managed by others. Highly trained and credentialed, service advisors may be able to perform most of the tasks in the client relationship but most of the time they rely on another advisor to manage the relationship with the client.**

57. Service Advisor:

Current Number of Incumbents (2024)

Number of Incumbents in the beginning of 2023

New Hires (since 1/1/2023)

Promotions to the Position (since 1/1/2023)

Departures (since 1/1/2023)

Terminations (since 1/1/2023)

Average Experience of Incumbents (in years)

Number who are CFPs

Average Revenue Managed by Incumbents

Number of Incumbents who are shareholders/unit holders in the firm

58. What standard compensation do you pay your Service Advisors?

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

26. Associate Advisor - Compensation

Please enter the requested information regarding how your Associate Advisors are paid:

- **Associate Advisor - Entry level advisors with the least amount of experience. Typically support other advisors with planning and analysis. This is also the position when professionals obtain their licenses and designations.**

59. Associate Advisor:

Current Number of Incumbents (2024)

Number of Incumbents in the beginning of 2023

New Hires (since 1/1/2023)

Promotions to the Position (since 1/1/2023)

Departures (since 1/1/2023)

Terminations (since 1/1/2023)

Average Experience of Incumbents (in years)

Number who are CFPs

Average Revenue Managed by Incumbents

Number of Incumbents who are shareholders/unit holders in the firm

60. What standard compensation do you pay your Associate Advisors?

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

27. Financial Planner - Compensation

Financial Planners - Professionals who specialize in drafting financial plans and may work with some clients, but do not lead client relationships.

61. Financial Planner:

Current Number of Incumbents (2024)

Number of Incumbents in the beginning of 2023

New Hires (since 1/1/2023)

Promotions to the Position (since 1/1/2023)

Departures (since 1/1/2023)

Terminations (since 1/1/2023)

Average Experience of Incumbents (in years)

Number who are CFPs

Average Revenue Managed by Incumbents

Number of Incumbents who are shareholders/unit holders in the firm

62. What standard compensation do you pay your Financial Planners?

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

28. Paraplanner - Compensation

Please enter the requested information regarding how your Paraplanners are paid:

- **Paraplanners - Professionals who specialize in drafting plans and who often do not work directly with clients.**

63. Paraplanners:

Current Number of Incumbents (2024)

Number of Incumbents in the beginning of 2023

New Hires (since 1/1/2023)

Promotions to the Position (since 1/1/2023)

Departures (since 1/1/2023)

Terminations (since 1/1/2023)

Average Experience of Incumbents (in years)

Number who are CFPs

Average Revenue Managed by Incumbents

Number of Incumbents who are shareholders/unit holders in the firm

64. What standard compensation do you pay your Paraplanners?

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

29. Executive Compensation

Please provide the following information regarding EXECUTIVES at your firm.

ROLE DEFINITIONS:

- **Chief Executive Officer** - The top leadership position in the firm responsible for the formulation and execution of a strategy and with ultimate responsibility and authority for all business decisions
- **President** - Key leader who often partners with the CEO and focusses on the running of the business.
- **Chief Operating Officer** - Presides over operations and administration functions of the firm and oversees the day-to-day running of the business.
- **Chief Marketing Officer** - Leads the development and implementation of all marketing and communications strategies. In charge of the marketing team.
- **Chief Financial Officer** - Oversees the financial and tax records and the use of capital in the firm.
- **Chief Compliance Officer** - Develops and implements processes to ensure compliance with laws and regulations. Leads the compliance department.
- **Chief Technology Officer** - Designs the technology strategy of the firm and manages the use of technology in the firm and the oversees the technology team.

65. For each EXECUTIVE position, please select which positions are employed at your firm (a checked box means "yes, one or more incumbents" and an unchecked box means "no incumbents").

	Employed
Chief Executive Officer	<input type="checkbox"/>
President	<input type="checkbox"/>
Chief Operating Officer	<input type="checkbox"/>
Chief Marketing Officer	<input type="checkbox"/>
Chief Financial Officer	<input type="checkbox"/>
Chief Compliance Officer	<input type="checkbox"/>
Chief Technology Officer	<input type="checkbox"/>

66. For each EXECUTIVE position, please select what type of equity compensation is received (a checked box means "yes" and an unchecked box means "no"):

	Deferred Income Offered?	Synthetic Equity Offered? (e.g. phantom stock)	Parent Company or Stock Offered?	Stock Compensation or Restricted Stock or Stock Options?
Chief Executive Officer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
President	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chief Operating Officer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chief Marketing Officer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chief Financial Officer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chief Compliance Officer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chief Technology Officer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

30. Chief Executive Officer (CEO) - Compensation

Chief Executive Officer - The top leadership position in the firm responsible for the formulation and execution of a strategy and with ultimate responsibility and authority for all business decisions

67. Chief Executive Officer:

Hired in Past Year

Promoted to the Position

Had a Departure in the Position in the Past Year

Had a Termination in the Position in the Past Year

2024 Salary

2024 Target Total Compensation

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (*enter a number between 0 and 100*)

68. Is the Chief Executive Officer a Shareholder or Unit-holder in the firm?

Yes

No

31. President - Compensation

President - Key leader who often partners with the CEO and focusses on the running of the business.

69. President:

Hired in Past Year

Promoted to the Position

Had a Departure in the Position in the Past Year

Had a Termination in the Position in the Past Year

2024 Salary

2024 Target Total Compensation

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total *(enter a number between 0 and 100)*

70. Is the President a Shareholder or Unit-holder in the firm?

Yes

No

32. Chief Operating Officer (COO) - Compensation

Chief Operating Officer - Presides over operations and administration functions of the firm and oversees the day-to-day running of the business.

71. Chief Operating Officer:

Hired in Past Year

Promoted to the Position

Had a Departure in the Position in the Past Year

Had a Termination in the Position in the Past Year

2024 Salary

2024 Target Total Compensation

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

72. Is the COO a Shareholder or Unit-holder in the firm?

Yes

No

33. Chief Marketing Officer (CMO) - Compensation

Chief Marketing Officer - Leads the development and implementation of all marketing and communications strategies. In charge of the marketing team.

73. Chief Marketing Officer:

Hired in Past Year

Promoted to the Position

Had a Departure in the Position in the Past Year

Had a Termination in the Position in the Past Year

2024 Salary

2024 Target Total Compensation

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

74. Is the CMO a Shareholder or Unit-holder in the firm?

Yes

No

34. Chief Financial Officer (CFO) - Compensation

Chief Financial Officer - Oversees the financial and tax records and the use of capital in the firm.

75. Chief Financial Officer:

Hired in Past Year

Promoted to the Position

Had a Departure in the Position in the Past Year

Had a Termination in the Position in the Past Year

2024 Salary

2024 Target Total Compensation

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

76. Is the CFO a Shareholder or Unit-holder in the firm?

Yes

No

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

35. Chief Compliance Officer - Compensation

Chief Compliance Officer - Develops and implements processes to ensure compliance with laws and regulations. Leads the compliance department.

77. Chief Compliance Officer:

Hired in Past Year

Promoted to the Position

Had a Departure in the Position in the Past Year

Had a Termination in the Position in the Past Year

2024 Salary

2024 Target Total Compensation

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

78. Is the Chief Compliance Officer a Shareholder or Unit-holder in the firm?

Yes

No

36. Chief Technology Officer - Compensation

Chief Technology Officer - Designs the technology strategy of the firm and manages the use of technology in the firm and the oversees the technology team.

79. Chief Technology Officer:

Hired in Past Year

Promoted to the Position

Had a Departure in the Position in the Past Year

Had a Termination in the Position in the Past Year

2024 Salary

2024 Target Total Compensation

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

80. Is the Chief Technology Officer a Shareholder or Unit-holder in the firm?

Yes

No

37. Investment Department Compensation

Please provide the following information regarding employees in the Investment Department at your firm:

ROLE DESCRIPTIONS:

- **Chief Investment Officer - Leads the investment department and responsible for making final investment decisions.**
- **Sr. Portfolio Manager - Portfolio manager with more experience and therefore managing larger and more complex client portfolios**
- **Portfolio Manager - Responsible for managing client portfolios, articulating investment ideas and researching investments offered to clients**
- **Senior Analyst - A more experienced analyst who takes on more complex analytical projects and works more independently**
- **Analyst - Supports the investment team with research of securities, financial analysis, data gathering and other projects**

81. For each INVESTMENT DEPARTMENT position, please select which positions are employed at your firm (a checked box means "yes, one or more incumbents" and an unchecked box means "no incumbents").

Employed

Chief Investment Officer

Sr. Portfolio Manager

Portfolio Manager

Senior Analyst

Analyst

82. For each INVESTMENT DEPARTMENT position, please select what type of equity compensation is received (a checked box means "yes" and an unchecked box means "no"):

	Deferred Income Offered?	Synthetic Equity Offered? (e.g. phantom stock)	Parent Company or Stock Offered?	Stock Compensation or Restricted Stock or Stock Options?
Chief Investment Officer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sr. Portfolio Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portfolio Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senior Analyst	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Analyst	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

38. Chief Investment Officer - Compensation

Chief Investment Officer - Leads the investment department and responsible for making final investment decisions.

83. Chief Investment Officer:

Hired in Past Year

Promoted to the Position

Had a Departure in the Position in the Past Year

Had a Termination in the Position in the Past Year

2024 Salary

2024 Target Total Compensation

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

84. Is the Chief Investment Officer a Shareholder or Unit-holder in the firm?

Yes

No

True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

39. Sr. Portfolio Manager - Compensation

Sr. Portfolio Manager - Portfolio manager with more experience and therefore managing larger and more complex client portfolios

85. Sr. Portfolio Manager:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

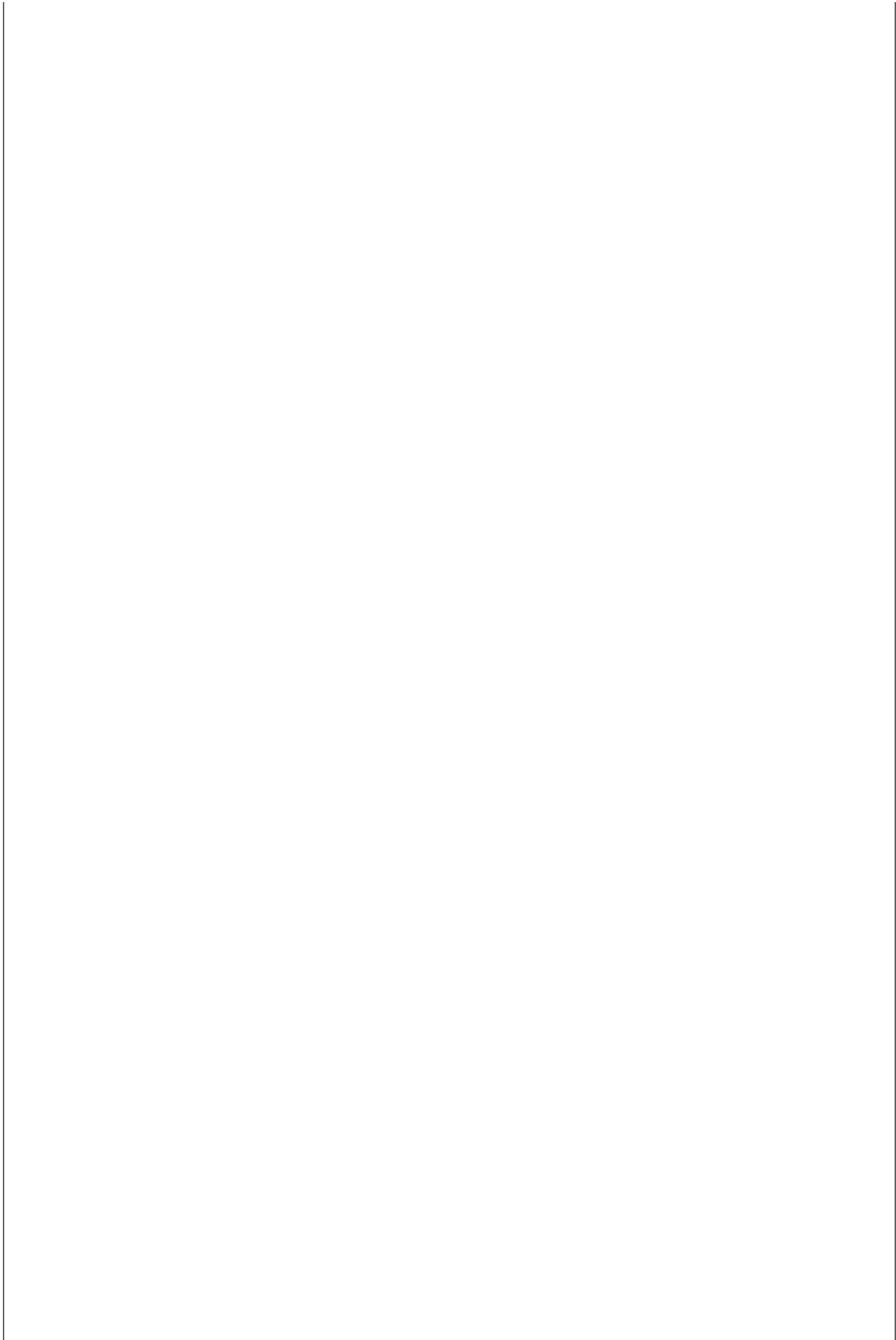
2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm



40. Portfolio Manager - Compensation

Portfolio Manager - Responsible for managing client portfolios, articulating investment ideas and researching investments offered to clients

86. Portfolio Manager:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

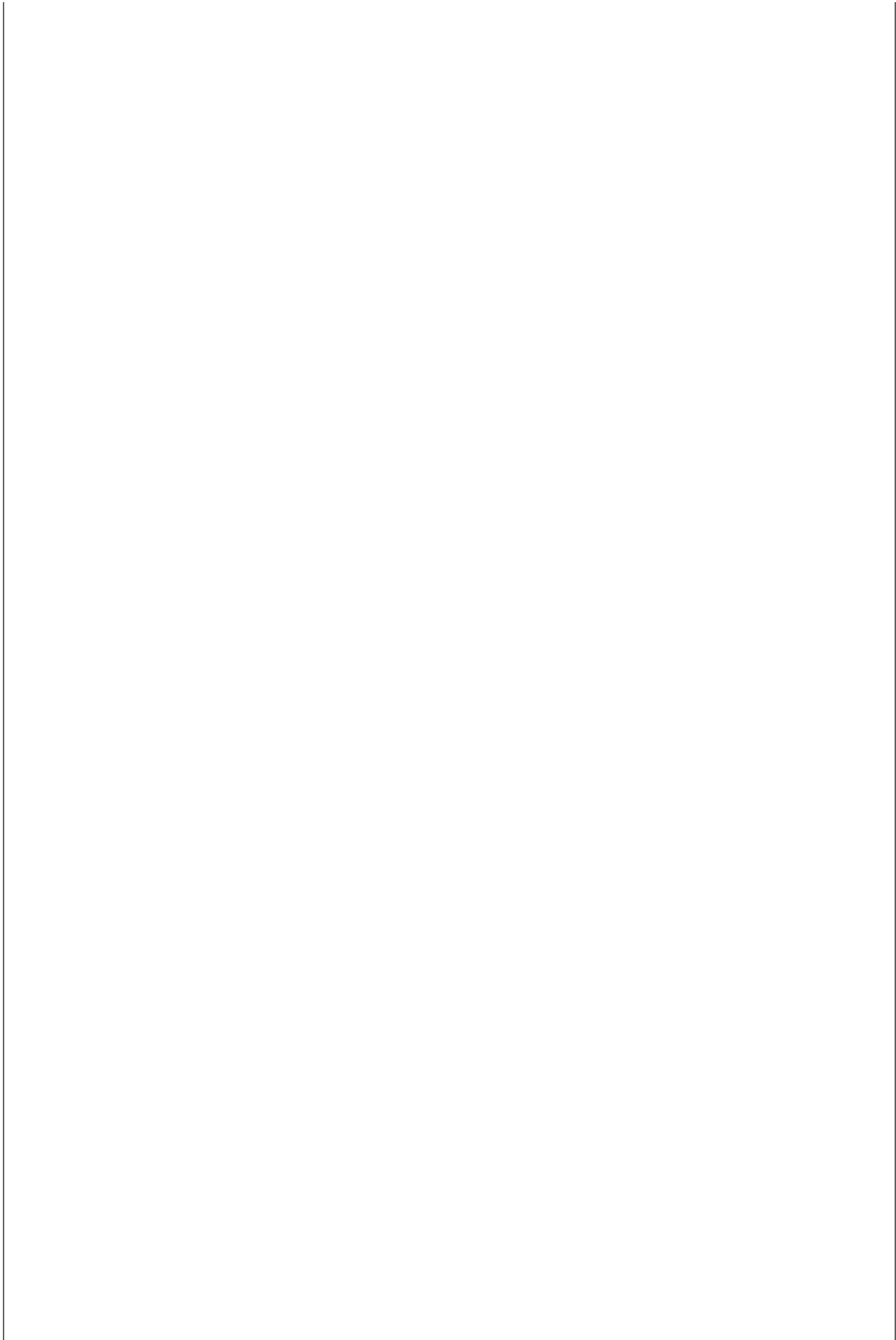
2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm



True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

41. Senior Analyst - Compensation

Senior Analyst - A more experienced analyst who takes on more complex analytical projects and works more independently

87. Senior Analyst:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

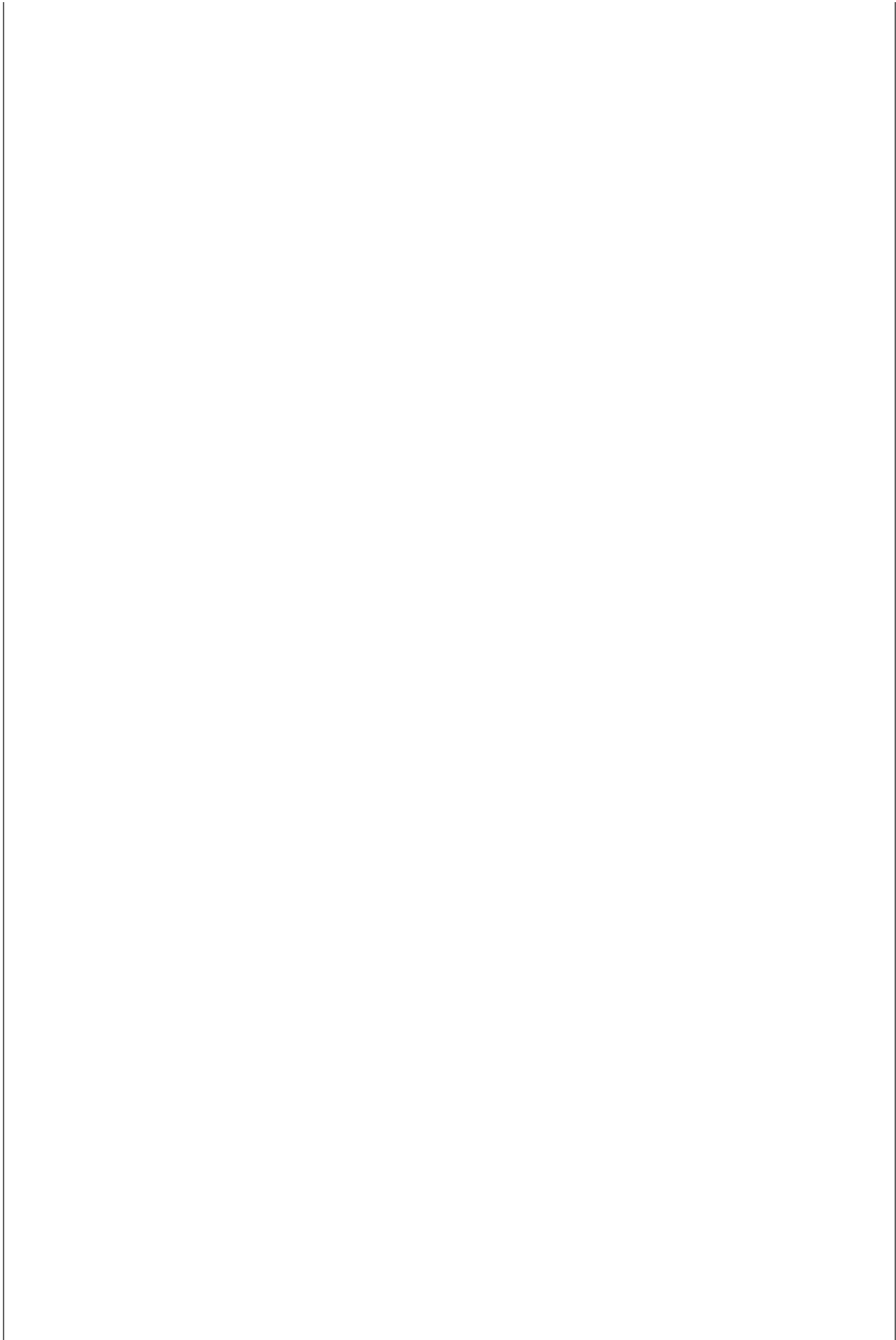
2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm



True Ensemble Data Insights 2024 Conducted by BlackRock and The Ensemble Practice

42. Analyst - Compensation

Analyst - Supports the investment team with research of securities, financial analysis, data gathering and other projects

88. Analyst:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

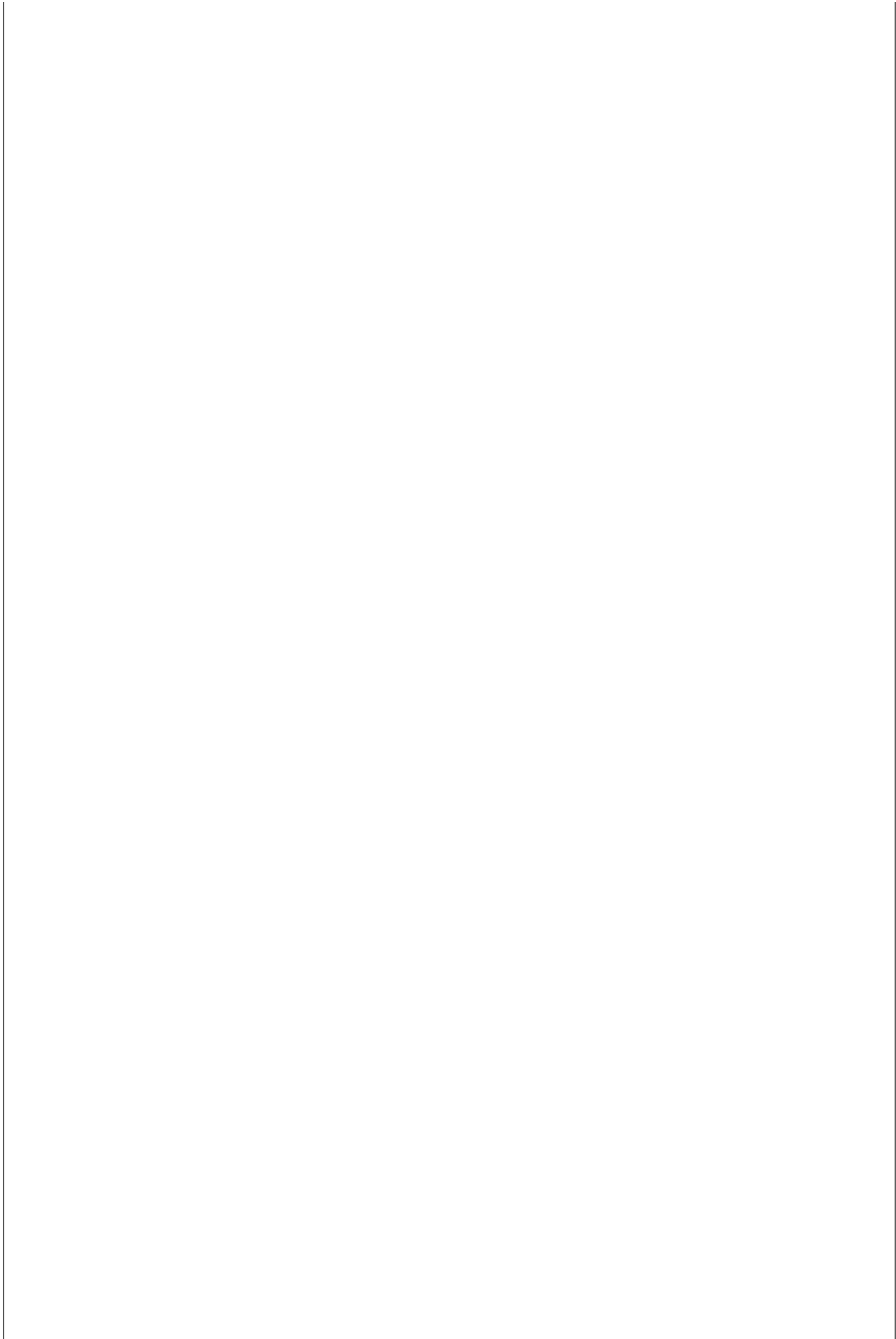
2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm



43. Operations & Admin Department - Compensation

ROLE DESCRIPTIONS - OPERATIONS:

- **Director of Operations** - Leads a team or teams of operations professionals. In a smaller firm without a COO, this position may be managing the investment department
- **Client Service Manager** - Leads a team of operations professionals and reports to a Director of Operations or COO.
- **Sr. Client Service Associate** - A more experienced client service associate who works with the premier clients and may be involved in training other CSAs
- **Client Service Associate (CSA)** - Responsible for opening and maintaining client accounts and data and supporting the advisors in all of their operations needs. Typically interacts with clients to receive information, schedule meetings and facilitate services.
- **Trader/Portfolio Administrator** - Executes the trades proposed by the investment team and maintains portfolio data.
- **Compliance Associate** - Implements compliance policies and monitors advisor communications with clients. Reviews marketing and other materials delivered to the general public

ROLE DESCRIPTIONS - ADMINISTRATIVE:

- **Human Resource Manager** - Leads the recruiting, training and development of talent. Facilitates the adoption of best management practices and helps other managers to coach and mentor.
- **Office Manager** - The position manages the physical office of the firm and frequently presides over the administrative team.
- **Assistant** - Supports other professionals with scheduling, administrative tasks and client outreach.
- **Technology Specialist** - Provides technology support to the professionals in the firm and manages the hardware and software assets of the firm.
- **Technology Manager** - Manages the technology portfolio of the firm and manages other technology employees. May be the department or team leader in the absence of a Chief Technology Officer

89. For each OPERATIONS DEPARTMENT position, please select which positions are employed at your firm (a checked box means "yes, one or more incumbents" and an unchecked box means "no incumbents").

Employed

Director of Operations	<input type="checkbox"/>
Client Service Manager	<input type="checkbox"/>
Sr. Client Service Associate	<input type="checkbox"/>
Client Service Associate	<input type="checkbox"/>
Trader/Portfolio Administrator	<input type="checkbox"/>
Compliance Associate	<input type="checkbox"/>

90. For each OPERATIONS position, please select what type of equity compensation is received (a checked box means "yes" and an unchecked box means "no"):

Deferred Income Offered?	Synthetic Equity Offered? (e.g. phantom stock)	Parent Company or Stock Offered?	Stock Compensation or Restricted Stock or Stock Options?
Director of Operations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Service Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sr. Client Service Associate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Service Associate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trader/Portfolio Administrator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compliance Associate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

91. For each ADMINISTRATIVE position, please select which positions are employed at your firm (a checked box means "yes, one or more incumbents" and an unchecked box means "no incumbents").

Employed

Human Resource Manager	<input type="checkbox"/>
Office Manager	<input type="checkbox"/>
Assistant	<input type="checkbox"/>
Technology Specialist	<input type="checkbox"/>
Technology Manager	<input type="checkbox"/>

92. For each ADMINISTRATIVE position, please select what type of equity compensation is received (a checked box means "yes" and an unchecked box means "no"):

Deferred Income Offered?	Synthetic Equity Offered? (e.g. phantom stock)	Parent Company or Stock Offered?	Stock Compensation or Restricted Stock or Stock Options?
Human Resource Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assistant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technology Specialist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technology Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

44. Operations Department - Compensation

Please provide the following information regarding employees in OPERATIONS roles at your firm.

ROLE DESCRIPTIONS:

- **Director of Operations - Leads a team or teams of operations professionals. In a smaller firm without a COO, this position may be managing the investment department**
- **Client Service Manager - Leads a team of operations professionals and reports to a Director of Operations or COO.**
- **Sr. Client Service Associate - A more experienced client service associate who works with the premier clients and may be involved in training other CSAs**
- **Client Service Associate (CSA) - Responsible for opening and maintaining client accounts and data and supporting the advisors in all of their operations needs. Typically interacts with clients to receive information, schedule meetings and facilitate services.**
- **Trader/Portfolio Administrator - Executes the trades proposed by the investment team and maintains portfolio data.**
- **Compliance Associate - Implements compliance policies and monitors advisor communications with clients. Reviews marketing and other materials delivered to the general public**

93. Operations - Director of Operations:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm

94. Operations - Client Service Manager:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm

95. Operations - Sr. Client Service Associate:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm

96. Operations - Client Services Associate:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm

97. Operations - Trader/Portfolio

Administrator:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm

98. Operations - Compliance Associate:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm

45. Administrative - Compensation

ROLE DESCRIPTIONS - ADMINISTRATIVE:

- **Human Resource Manager - Leads the recruiting, training and development of talent. Facilitates the adoption of best management practices and helps other managers to coach and mentor.**
- **Office Manager - The position manages the physical office of the firm and frequently presides over the administrative team.**
- **Assistant - Supports other professionals with scheduling, administrative tasks and client outreach.**
- **Technology Specialist - Provides technology support to the professionals in the firm and manages the hardware and software assets of the firm.**
- **Technology Manager - Manages the technology portfolio of the firm and manages other technology employees. May be the department or team leader in the absence of a Chief Technology Officer**

99. Administrative - Human Resource

Manager:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm

100. Administrative - Office Manager:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm

101. Administrative - Assistant:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm

102. Administrative - Technology Specialist:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm

103. Administrative - Technology Manager:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm

46. Marketing Department - Compensation (Part 1)

Please provide the following information regarding employees in the Marketing Department at your firm:

ROLE DESCRIPTIONS:

- **Marketing Manager - Participates in the creation of marketing strategies and manages marketing professionals in the firm. In the absence of a CMO - this position may lead the marketing team.**
- **Marketing Coordinator - Contributes to the marketing strategy and is involved in the execution of marketing plans for the firm.**
- **Marketing Specialist - Helps market the firm by executing a marketing plan. Contributes content, coordination and planning for online presence, client events and other marketing projects.**

104. For each MARKETING DEPARTMENT position, please select which positions are employed at your firm (a checked box means "yes, one or more incumbents" and an unchecked box means "no incumbents").

Employed

Marketing Manager	<input type="checkbox"/>
Marketing Coordinator	<input type="checkbox"/>
Marketing Specialist	<input type="checkbox"/>

105. For each MARKETING position, please select what type of equity compensation is received (a checked box means "yes" and an unchecked box means "no"):

	Deferred Income Offered?	Synthetic Equity Offered? (e.g. phantom stock)	Parent Company or Stock Offered?	Stock Compensation or Restricted Stock or Stock Options?
Marketing Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Coordinator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Specialist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

47. Marketing Department - Compensation (Part 2)

Please provide the following information regarding employees in the Marketing Department at your firm:

ROLE DESCRIPTIONS:

- **Marketing Manager - Participates in the creation of marketing strategies and manages marketing professionals in the firm. In the absence of a CMO - this position may lead the marketing team.**
- **Marketing Coordinator - Contributes to the marketing strategy and is involved in the execution of marketing plans for the firm.**
- **Marketing Specialist - Helps market the firm by executing a marketing plan. Contributes content, coordination and planning for online presence, client events and other marketing projects.**

106. Marketing Manager:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm

107. Marketing Coordinator:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm

108. Marketing Specialist:

2024 Staff Count

Number of Incumbents in the beginning of the year

New Hires

Promotions to the Position

Departures

Terminations

Ending Number of Incumbents

2024 Salary of Top Paid Incumbent

2024 Salary of Lowest Paid Incumbent

2024 Average Salary of All Incumbents

2024 Target Total Compensation of Top Paid Incumbent

2024 Target Total Compensation of Lowest Paid Incumbent

2024 Target Average Total Compensation of All Incumbents

2024 Target Incentive Compensation as Percentage of Total (enter a number between 0 and 100)

Number of Incumbents who are shareholders/unit holders in the firm