



# Guide to Completing the FP Transitions Compensation Survey

Thank you for participating in our 2025 Compensation Insights Survey. Here is a quick guide on completing the survey.

You will be entering profile and compensation data on your firm and employees for the **full year of 2024**.

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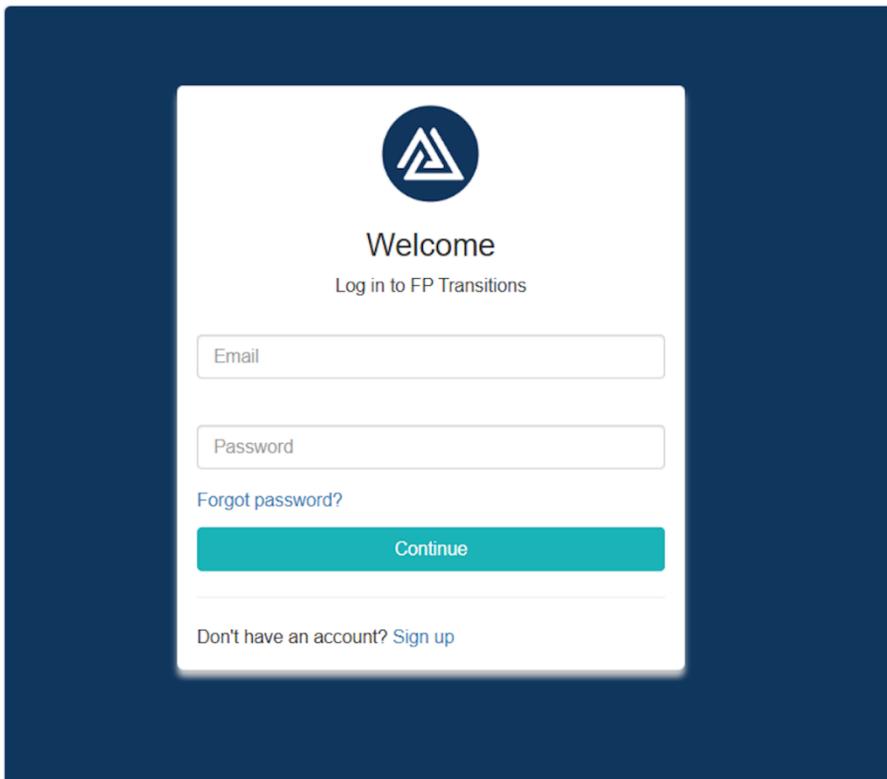
# Getting Started

Visit [FPTransitions.com](https://www.fptransitions.com)

Select Login in the top right corner.



Log In using your credentials.





### Compensation Survey Card

You will now see the new Compensation Survey Card added to the Dashboard.

The screenshot shows a dashboard with several cards. The top row includes: 'Owners/Employees' (1/0), 'Location' (St. George, Utah 84770), 'Peer Group' (NA), 'Equity Value' (\$2,200,000), 'EBOC' (\$384,899), and 'AUM' (TBD). To the right is an 'Upgrade Your Membership Level' card with a 'Professional or Grow' option and an 'Upgrade Now' button. Below these is a large 'Compensation Insights' card with a pie chart and a 'Compensation Survey' button. To the right of this card is an 'Active Valuation Projects' table.

Edit	Created On	Status	Project T
	12/24/2024	Input Data	EMS Cer
	12/14/2024	Input Data	Certific
	12/10/2024	Input Data	Certific
	12/4/2024	Input Data	Certific

Click Compensation Survey to get started.

This is a close-up of the 'Compensation Insights' card. It features a pie chart with five segments labeled: Profit Dist, Salary, Bonus, Share of Revenue, and Commissions. To the right of the chart, the text reads: 'Participate in the FP Compensation Survey to gain access to our 2025 Compensation whitepaper.' Below this text is a prominent blue button labeled 'Compensation Survey'.





## 5. Read about the survey...

FP Insights (Test) Travis TestUser Piotrowski

Dashboard Valuations Benchmarking M&A Activity Projects Continuity Administration Resource Center Contact Us

### FP TRANSITIONS COMPENSATION STUDY

#### Redefining Compensation for Long-Term Value Growth

Compensation is the largest expense in a wealth management business, directly shaping profitability, talent retention, and enterprise value. Yet, traditional industry surveys focus only on "how much" advisors earn, missing the critical "how" behind compensation structures.

FP Transitions is launching a groundbreaking Compensation Database filling the gaps in industry research by analyzing:

- How advisors and staff are compensated — salary, revenue-sharing, equity incentives, or hybrid models
- The role of equity in driving long-term business value
- How much advisors earn, with meaningful benchmarking insights

#### Why Participate?

By participating, you gain access to exclusive, data-driven insights in our white paper to refine your compensation approach, attract top talent, and enhance your business's enterprise value.

#### Get Involved

Visit our [Website](#) to explore full details of our compensation study and watch a step-by-step guide on completing the survey.

Join the Movement by helping shape the future of wealth management compensation.

[Start the Survey](#)





# Welcome to the Compensation Survey!

The screenshot shows the '2025 Compensation Survey' dashboard. At the top, there is a navigation bar with 'FP Insights (Test)' on the left and 'Travis TestUser Piotrowski' on the right. Below the navigation bar is a menu with options: Dashboard, Valuations, Benchmarking, M&A Activity, Projects, Continuity, Administration, Resource Center, and Contact Us. The main content area is titled '2025 Compensation Survey' and includes several buttons: 'Need Help?', 'Invite Contributor', 'Download Team Data', and 'Submit Survey'. Below this, there is a 'Firm Information' section with a table containing columns for Actions, Firm Name, Follow Up Contact, 2024 AUM, 2024 Revenue, Retirement P..., Group Health, Dental, and Vision. The 'Firm Name' is 'Demo Account' and 'Follow Up Contact' is 'Travis TestUser Piotrowski'. Below the firm information is a 'Team Members' section with a table containing columns for Actions, Name, Role, Salary, Bonus, Deferred Comp, Share of Revenue, Commissions, Profit Dist., and Total. There is a '+ Add Team Member' button below the team members table.

You will find some helpful buttons across the top.

This image is a close-up of the dashboard's top section. It shows the user name 'Travis TestUser Piotrowski' and a profile icon. Below this is a navigation bar with 'Continuity', 'Administration', 'Resource Center', and 'Contact Us'. The main focus is on a row of four buttons: 'Need Help?', 'Invite Contributor', 'Download Team Data', and 'Submit Survey'. Below the buttons is a table with columns for '2024 Revenue', 'Retirement P...', 'Group Health', 'Dental', and 'Vision'. The 'Retirement P...', 'Group Health', 'Dental', and 'Vision' columns contain an 'X' icon.

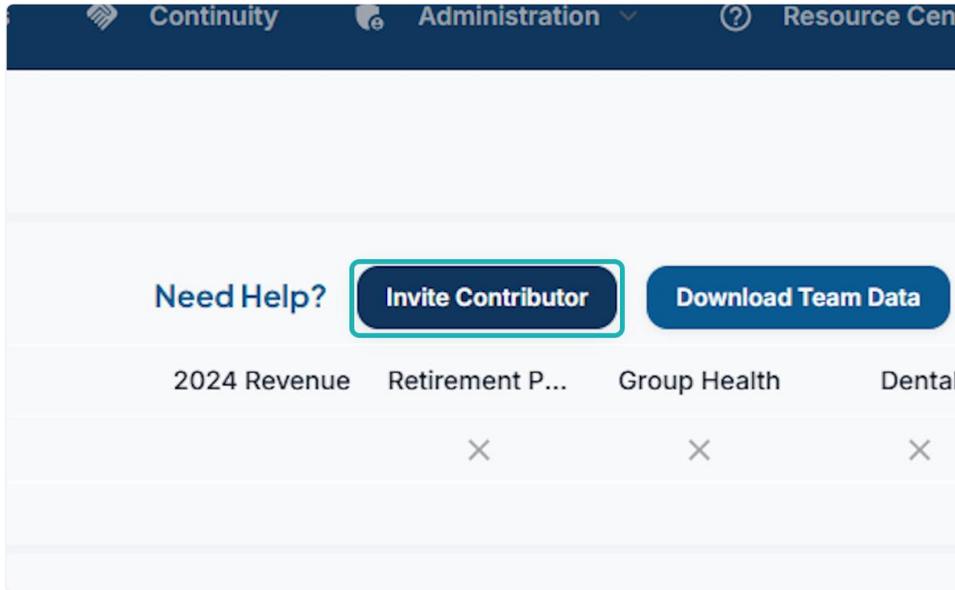




### Invite Contributor

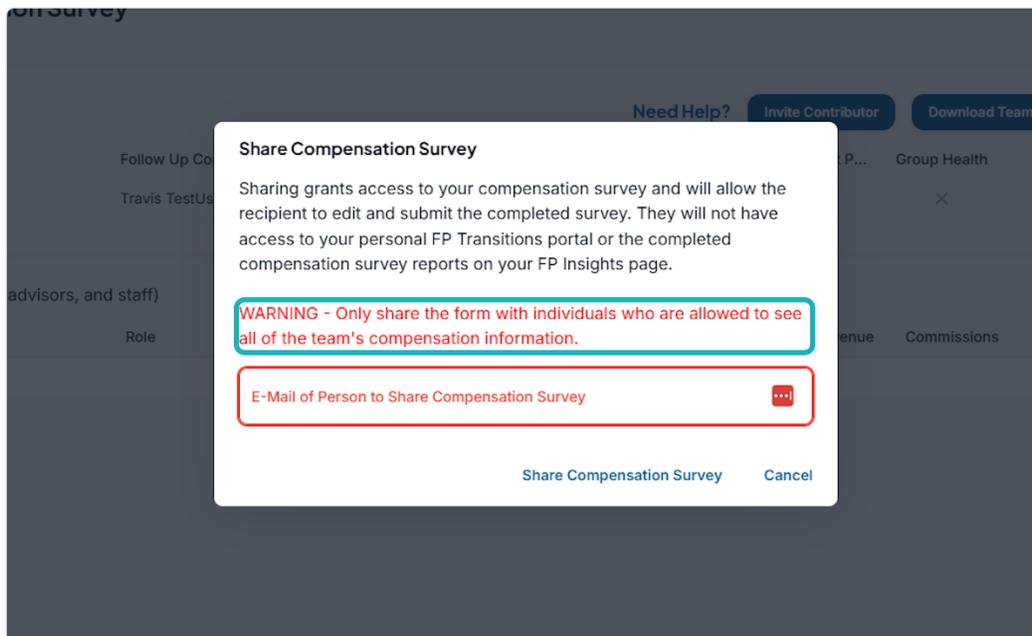
If you wish to delegate the data entry process to another party to collaborate you can Invite a Contributor by clicking the button and providing their email in the pop-up box.

**Please Note: Invited contributors will be able to see the entire survey and all the data that is entered.**



**Input the collaborator's email address and select Share Compensation Survey.**

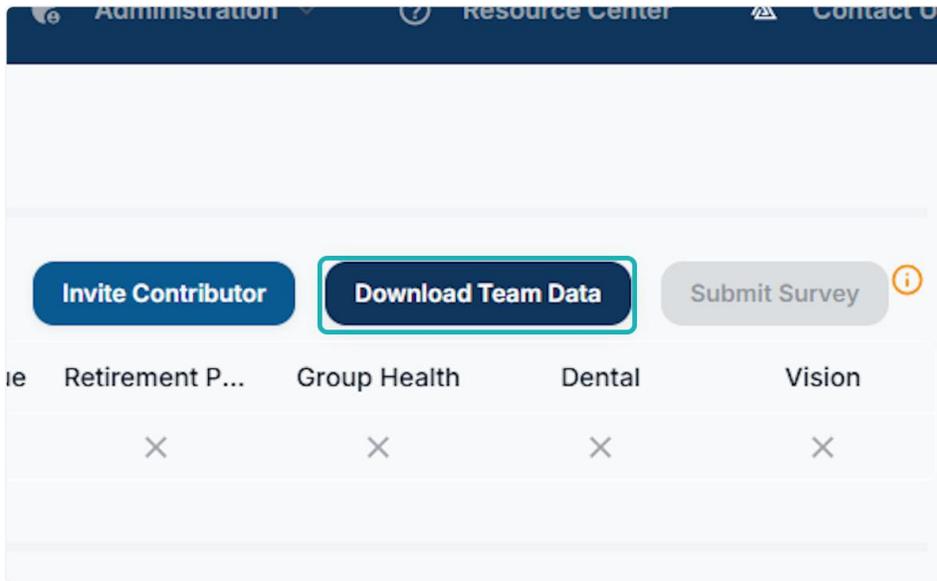
The collaborator will receive an email inviting them to access the form.





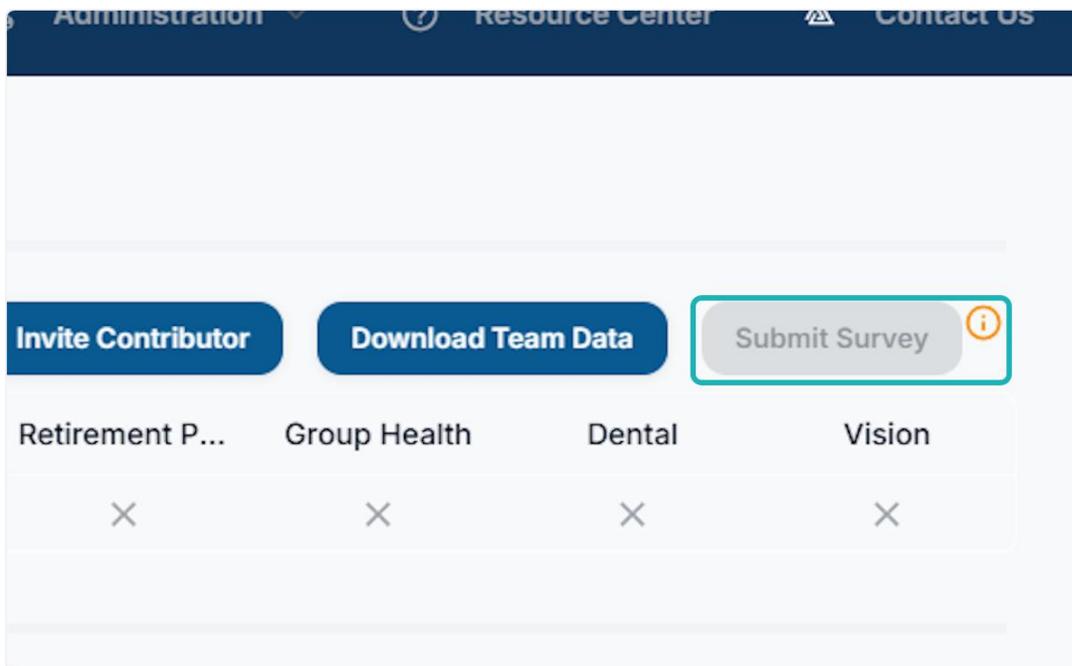
### Download Team Data

Exports the data entered in Excel format.



### Submit Survey

This button will turn blue and be available to click once all the fields in red are answered, and you have entered a minimum of two team members.





## Firm Information

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**i** The survey does not auto-save! If you leave before saving, your data will be lost and need to be reentered.

---

Click on the pencil icon to open.

### Firm Information

Actions	Firm Name	Follow Up Contact
	Demo Account	Test User

---

### Team Members (owners, advisors, and staff)

Actions	Name	Role
---------	------	------

**i** Complete the data fields top to bottom and left to right. Selections alter the questions and inputs requested in the survey.

---





Complete all fields in this section using year-end 2024 data.

**Edit Firm Details**

Firm Name  
Demo Account

Are you affiliated with a broker dealer?  
 Yes  No

Firm's Assets Under Management 2024      Firm's Gross Revenue 2024

Primary Office Location  
Primary Office Location State

Benefits Offered  
 Offer Retirement Plan?  Offer Group Health Insurance?  Offer Dental Insurance?  Offer Vision Insurance?

Follow Up Contact  
Name: Test User      Email: travistp+jan2test1@gmail.com.zzz

Save      Cancel

### Broker Dealer Affiliation

This will alter the data fields you are presented with later in the survey, so please make sure to select yes or no as appropriate for your firm.





Actions	Firm Name	Follow Up Contact	2024 AUM
	Demo Account	Test User	

### Edit Firm Details

Firm Name  
Demo Account

Are you affiliated with a broker dealer?  
 Yes  No

Firm's Assets Under Management 2024

Firm's Gross Revenue 2024

### Primary Office Location

Primary Office Location State

### Primary Office Location

Requested for both State and County to account for locational variations in compensation.

FP Insights (Test) Travis TestUser Piotrowski

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Need Help? Invite Contributor Download Team Data Submit Survey

Actions	Firm Name	Follow Up Contact	2024 AUM	2024 Revenue	Retirement P...	Group Health	Dental	Vision
	Demo Account	Test User			x	x	x	x

### Edit Firm Details

Firm Name  
Demo Account

Are you affiliated with a broker dealer?  
 Yes  No

Firm's Assets Under Management 2024

Firm's Gross Revenue 2024

### Primary Office Location

Primary Office Location State

### Benefits Offered

Offer Retirement Plan?  Offer Group Health Insurance?  Offer Dental Insurance?  Offer Vision Insurance?

### Follow Up Contact

Name  
Test User

Email  
travistp+jan22test1@gmail.com.zzz

Save Cancel

### Benefits Offered

Select only the benefits listed that you currently provide.





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### Edit Firm Details

Firm Name  
Demo Account

Are you affiliated with a broker dealer?  
 Yes  No

Firm's Assets Under Management 2024 Firm's Gross Revenue 2024

Primary Office Location  
Primary Office Location State

**Benefits Offered**

Offer Retirement Plan?  Offer Group Health Insurance?  Offer Dental Insurance?  Offer Vision Insurance?

Follow Up Contact

Name: Test User Email: travistp+jan22test1@gmail.com.zzz

Save Cancel

Team Members (owners, advisors, and staff)

### Follow Up Contact

This is the email address that will receive the completed report.

We may also contact this person if we have any questions regarding the data submitted by your firm.

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### Edit Firm Details

Firm Name  
Demo Account

Are you affiliated with a broker dealer?  
 Yes  No

Firm's Assets Under Management 2024 Firm's Gross Revenue 2024

Primary Office Location  
Primary Office Location State

**Benefits Offered**

Offer Retirement Plan?  Offer Group Health Insurance?  Offer Dental Insurance?  Offer Vision Insurance?

**Follow Up Contact**

Name: Test User Email: travistp+jan22test1@gmail.com.zzz

Save Cancel

Team Members (owners, advisors, and staff)





### Save

If you need to leave the survey, you can select Save at any time, and the data you have entered will remain.

Offer Retirement Plan?  Offer Group Health Insurance? (

#### Follow Up Contact

Name  
Test User

Email  
trav

**Save**  **Cancel**

**Team Members** (owners, advisors, and staff)





## Team Member Information

**i** The form requires at least two individual team members to submit it, and at least one must be listed as an owner.

### Click on Add Team Member

Actions	Firm Name	Follow Up Contact
	Demo Account	Test User

**Team Members** (owners, advisors, and staff)

Actions	Name	Role
<b>Total</b>		

**+ Add Team Member**

### CRD Number

Entering an advisor's CRD number will significantly speed up the process! We will prefill their first and last name, years in the industry, years at the firm, gender, primary office state, county, and whether they are licensed/have designations.

Role	Salary	Bonus	Deferred Comp	Sh
------	--------	-------	---------------	----

**Add by CRD?**

Enter the CRD number of the person you are adding to speed things bit.

[Lookup FINRA CRD](#)

Add





### Look up FINRA CRD

The link to BrokerCheck is for you to look up an advisor's CRD.

id staff)

Role	Salary	Bonus	Def
------	--------	-------	-----

#### Add by CRD?

Enter the CRD number of the person you are adding  
bit.

  
[Lookup FINRA CRD](#)

### Skip

Enter the data on each individual from scratch.

n you are adding to speed things up a

[Add](#) [Skip](#)





Pencil Icon toggles open/close.

**Team Members** (owners, advisors, and staff)

Actions	Name	Role
 	New Person	Operatin

### Edit Team Member

Trash Can Icon to delete.

**Team Members** (owners, advisors, and staff)

Actions	Name	Role
 	New Person	

### Edit Team Member

**i** Complete the data fields top to bottom and left to right. Selections alter the questions and inputs requested in the survey.

### Owner?

Selecting "Yes" under owner will prompt you to enter the Ownership Percentage.

This field only accepts whole percentages. Round as appropriate.

### Edit Team Member

**Owner ?** Provides financial advice to clients (Financial)

Yes  No  Yes  No

First Name: New ... Last Name: Person

Role: ?

Ownership %: 0% Employed by sperate legal entity from core busi

Yes  No

Experience





### Role

Select the individual's primary role from the provided picklist.

Yes  No  Yes  No

---

First Name: New Last Name: Person

Role: Identified

Ownership %: 60% Employed by sperate legal entity from core business?

Yes  No

Experience

### Role Help

This will take you to a [PDF document](#) that defines each role by function, role title, and job description for each role. This [PDF](#) can be downloaded and printed for reference while entering the data.

No  Yes  No

---

Last Name: Person

Lead Advisor Click for Role Help

Employed by sperate legal entity from

Yes  No





### Employed by Separate Legal Entity

CPA, Estate Planner/JD, or Insurance Advisor that is not employed directly under the firm and does not affect the revenue provided in the firm section

stj

Valuations | Benchmarking | M&A Activity | Projects | Continuity | Administration

Provides financial advice to clients (Financial Advisor)?  
 No  Yes  No

Last Name: Person | Identified Gender: [Dropdown]

Lead Advisor: [Dropdown]

Employed by sperate legal entity from core business?  Yes  No

### Primary Office Location

Both State and County are requested to account for locational variations in compensation.

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Dashboard | Valuations | Benchmarking | M&A Activity | Projects | Continuity | Administration | Resource Center | Contact Us

Role: Advisory - Lead Advisor | Ownership %: 60% | Employed by sperate legal entity from core business?  Yes  No

Experience: Years at Firm | Years In Industry

Licensed / Designations:  Yes  No

Primary Office Location: State | Office Model: Office

Compensation (based on 2024 Tax Year)





# Team Member Compensation

**i** Complete the data fields top to bottom and left to right. Selections alter the questions and inputs requested in the survey.

## Salary or Hourly

This selection will alter the following questions in this section.

**Primary Office Location**

State Oregon	County Clackamas
-----------------	---------------------

**Compensation** (based on 2024 Tax Year)

Salary  Hourly

Base Salary \$0	W2
Share of Revenue \$0	

## Share of Revenue

In our industry, this is often referred to as shared revenue, revenue split, percentage of GDC, production payout, or “Eat What You Kill” compensation. It is a form of compensation based on the individual advisor/registered representative’s production and is often expressed as a percentage of revenue paid back to the employee/contractor.

As you enter the data for Shared Revenue in dollar terms, a percentage calculation will be provided to check that your payout percentage is being submitted correctly.

**Compensation** (based on 2024 Tax Year)

Salary  Hourly

Base Salary \$0	W2
Share of Revenue \$0	
Direct Commissions \$0	





### Direct Commissions

Product commissions are paid directly to the individual.

\*Only visible if you selected that your firm is associated with a Broker Dealer.

Base Salary \$0	W2
Share of Revenue \$0	
Direct Commissions \$0	
Bonus \$0	

### Bonus

Additional compensation is paid based on the individual, team, or firm's results for the performance year. These are not guaranteed into the future but are a one-time bonus compensation event.

If you are compensating the employee for new clients/revenue added during the period and do so with a one-time compensation amount, please enter that as a bonus here.

**DO NOT** enter the 'eat what you kill' advisor compensation here.

Share of Revenue \$0
Direct Commissions \$0
Bonus \$0
Deferred Compensation \$0
Profit Distributions \$0





### Deferred Compensation

Non-owner compensation that will be received in the future based on some metric or as part of a non-qualified deferred compensation plan.

Common examples are Long-Term Incentive Plans, Phantom Stock Plans, Stock Appreciation Rights, and Supplemental Executive Retirement Plans.

Direct Commissions	<input type="text" value="\$0"/>	
Bonus	<input type="text" value="\$0"/>	
Deferred Compensation	<input type="text" value="\$0"/>	
Profit Distributions	<input type="text" value="\$0"/>	

**Save** **Cancel**

### Profit Distributions

Distributions of profit to the owners of the company generating a K-1.

Share of Revenue	<input type="text" value="\$0"/>	
Direct Commissions	<input type="text" value="\$0"/>	
Bonus	<input type="text" value="\$0"/>	
Deferred Compensation	<input type="text" value="\$0"/>	
Profit Distributions	<input type="text" value="\$0"/>	

**Save** **Cancel**

Be sure to Save your progress! If you leave before saving, your data will be lost and need to be reentered.





# Submit Survey

## Review Summary Screen.

Review the data you have entered and verify the totals at the bottom of the summary screen.

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### 2025 Compensation Survey

Firm Information Need Help? [Invite Contributor](#) [Download Team Data](#) [Submit Survey](#)

Actions	Firm Name	Follow Up Contact	2024 AUM	2024 Revenue	Retirement P...	Group Health	Dental
	Demo Account	Test User	\$700,000,000	\$6,000,000	✓	✓	✓

Team Members (owners, advisors, and staff)

Actions	Name	Role	Salary	Bonus	Deferred Comp	Share of Revenue	Commissions	Profit Dist.
	New Person	Operating Officer	\$150,000	\$25,000	0	0	0	0
	Advisor Person	Lead Advisor	\$150,000	\$11,000	0	\$32,000	0	0
<b>Total</b>					0	\$32,000		0

[+ Add Team Member](#)

## Click the Submit Survey button!

If the survey button is still grayed out, review your entries to find the red highlighted fields that still need to be entered.

Continuity Administration Resource Center

[Invite Contributor](#) [Download Team Data](#) [Submit Survey](#)

2024 Revenue	Retirement P...	Group Health	Dental
000,000	✓	✓	✓





**i** You are now eligible to receive the complied white paper with the compensation data we have collected! You will be notified via email, and the Compensation Insights card will turn blue once when the report is available for download.

**i** When you submit the complete data set the Compensation Insights card on your dashboard will turn grey and will no longer be accessible.

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