

December 8, 2012

Dear _____,

As fellow independent advisors, we both work hard to build our practices and provide the highest level of services to our clients. I have built my business over the last ten years and have more than 15 years of experience in the financial services industry. I am writing to you today because as a firm, we recently completed a continuity plan through the industry's source for continuity planning, FP Transitions®, to protect our clients in the event of my sudden death or permanent disability. Having worked for many years without such a plan, we felt we owed it to our clients, employees, and families to do something. I also know that less than 5% of the industry has a plan like ours. If you do not have a continuity plan, I would highly recommend doing so, and I would like to offer to be your backup plan.

Continuity planning is essential to ensure that your clients continue to be serviced by the right advisor, as well as to ensure that your family receives the value for your practice, compliantly. Your practice is one of the largest assets you own and while you might have some personal life insurance, I would like to be there to help you realize the value of your business. We are in a position to be able to back you up, either on a temporary basis, or permanently.

If you would like to know more about my firm, my business card is enclosed and/or you can visit our website at www._____.com. Let me know if you would be interested in having a brief conversation.

We look forward to being of assistance.

Sincerely,

Interested Buyer

December 8, 2012

Dear _____,

As fellow independent advisors, we both work hard to build our practices and provide the highest level of services to our clients. I have built my business over the last ten years and have more than 15 years of experience in the financial services industry. I am writing to you today because I am interested in being a part of your succession plan. Given that we don't yet know each other, I simply wanted to let you know that my firm would be interested in partnering with you and your team, either through exploring a possible acquisition, or through something as simple as being your disaster plan (in case you cannot be there tomorrow). Your practice is one of the largest assets you own and I'd like to help you realize that value, and provide for the future welfare of your clients. We have the unique ability to do both.

ABC Financial Services, LLC, is a uniquely situated financial services firm. *(Include brief description covering number of owners, number of employees, types of clients, services provided, practice niches, practice location, prior acquisition experience, etc.)*

FP Transitions, the leading valuation and succession planning firm in the U.S., offers a Comprehensive Valuation for practices like yours. We urge you to go through the valuation process and learn what your practice is really worth, how that value is paid, how to minimize your tax impact - and then call us. If due diligence supports the result, we are willing to pay market value, and we'll reimburse the cost of the valuation to you as well.

In the coming years, taxes are likely to go up, securities regulations will increase, and competition for your clients will grow. There has never been a better time to realize the value of your life's work, and I'd like to be a part of your solution. My business card is enclosed. If you're not quite prepared to stop working now, that's okay too. We can help you grow your business and provide options for the future, when the time is right. Let me know if you would be interested in having a brief conversation.

We look forward to being of assistance.

Sincerely,

Interested Buyer