REACHING NEW HORIZONS FOR GROWTH

VIRTUE CAPITAL MANAGEMENT UNIVERSITY AGENDA

VIRTUE CAPITAL MANAGEMENT

2022 NASHVILLE MEETING AGENDA

www.whyvirtue.com | 866-907-4275

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DAY ONE

8:30 a.m. **Welcome and Overview of Virtue Capital Management, LLC**
- The Evolution of Virtue
- Executive Backgrounds
- Standards and requirements that 3rd Party Money Managers are required to meet initially (and annually) to be approved and made available on the VCM platform.

8:45 a.m. **Investing Philosophy- Strategic, Dynamic, Tactical Strategies**
- Over 100 strategies from more than 35 unique Money Managers, several of which are proprietary to VCM.
- **Strategic/Passive Asset Allocation** calls for setting target allocations and then periodically rebalancing the portfolio toward those target goals as investment returns skew the original asset allocation percentages.
- **Dynamic Asset Allocation** is a portfolio management strategy that frequently adjusts the mix of asset classes to suit market conditions.
- **Tactical Asset Allocation** allows for a range of percentages in different asset classes over short and intermediate timeframes.

9:15 a.m. **VCM Creative/ Marketing and Growing Your Practice**
The importance of establishing and building around your company brand. VCM's Creative team can work with you to design, brand, or co-brand any of the following:
- Company Name/Logo/Tagline
- Brochure with Bio and Competitive Advantage
- Whitepapers/Reports
- Website/Social Media
- Traditional Seminars/Webinars
- Virtual Seminars/Webinars
- Digital/Social Approaches
- Marketing to your current client base and in your community
- Growth through Mergers & Acquisitions
- Succession Planning

10:00 a.m. **Break**

10:15 a.m. **Phil Kosmala, CIO, Taiber Kosmala & Associates (TKA)**
- **TKA**- History and involvement in the development of VCM's proprietary strategies
- **VCM Tactical Overlay Strategies** – VCM employs an overlay strategy with a goal to mitigate downside risk. The overlay strategy employs a series of technical indicators which dictate either a risk on or risk off posture.
- **VCM Stop Loss Strategies** – We offer a S&P 500 Market Weight, S&P 500 Equal Weight, and Invesco QQQ versions. This series of three strategies (Conservative, Moderate & Aggressive) employs a proprietary stop loss and re-entry methodology. Learn more at **www.stoplossportfolios.com.**

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- **VCM Multi-Trigger Overlay Strategies** – Blending some of our most utilized risk managed strategies, these strategies provide trigger diversification within one strategy by employing three separate risk on / risk off indicators, hence the name "Multi-Trigger". These multiple triggers allow the strategies to be fully invested in equities, partially defensive (risk off) or fully defensive.
  Learn more at **www.vcmmultitrigger.com**.

- **Dual Momentum Sector Strength Models** – The relative performance chooses the three best performing sectors on a nine-month rolling platform and invests equally among the three leading sectors. To decrease the aggregate turnover of the model, we hold each invested sector until rolling performance is no longer included among the top five sectors. To further decrease correlation and associated drawdown between the model and S&P 500 we have included a directional overlay. The directional overlay transitions the portfolio to hold cash. The result is a model in which focuses on the best performing sectors in an upmarket, while defending against bear market scenarios.

11:30 a.m. **Hanseatic Management Services, Inc.** – An investment boutique catering to institutional as well as private clients who believe the ultimate in sophistication comes from simplicity. The Hanseatic model has generated proven track records of capturing alpha and/or preserving capital as it dynamically adapts to the prevailing factors and risks present, not predicted, in a multitude of markets.

12:15 p.m. **Lunch**

1:00 p.m. **Working with Business Owners** – Matt Kennedy is an IAR with VCM, an author, and inventor of the Integrated Wealth Cycle, a proprietary system designed to maximize wealth potential. He specializes in working with business owners, surgeons, physicians, dentists, and high-income professionals. Matt is a resource for advisors with Virtue working with Dentists and other high-income professionals.

1:45 p.m. **Zacks Investment Management** – A wealth management boutique formed in 1992 is a leading expert on earnings and using earnings estimates in the investment process. Zacks is a wholly owned subsidiary of Zacks Investment Research, one of the largest providers of independent research in the U.S. Zacks proprietary Risk Managed Dividend Strategy seeks total returns from both capital appreciation and dividend payments. The strategy emphasizes stocks with attractive valuations, strong dividends, and low risk characteristics.

2:30 p.m. **Break**

2:45 p.m. **Case Design Process with the Advisor Development Team**

Illustration Options

- Analysis of product features, fees, and returns from multiple software platforms
- Custom Annuity and Investment case design, illustrations, and sales support
- Custom portfolio construction, integrating insurance and investments, based on client risk tolerance and objectives
- Product/portfolio selection including pre-built managers/strategies

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Ongoing Support
- Custom business and marketing plan
- Thorough sales coaching and consultation, with individual and group calls
- Practice management consultation

3:30 p.m. **Break**

3:45 p.m. **Orion** – Orion frees advisors from back-office tedium so they can enjoy their business again, by devoting their time and energy to better serving clients. Orion provides the integrated and fully customizable technology solutions that advisors need to help grow their businesses over the long term.

4:15 p.m. **VCM Service Portal** - Our top priority is to provide unsurpassed customer service to our IARs. To help deliver this service, we have developed the VCM Support Portal. In addition to delivering hands-on client management, our support portal will help advisors streamline their office workflow and is a complete resource for advisors and their staff as it relates to conducting business.

- **Transparency/Accountability** - All interaction between advisor office and VCM is documented providing both parties with real time status on all requests.
- **Knowledge Base –** Access a tremendous amount of valuable information for advisors and their staff. Including webinars for all strategies on the platform, monthly fact sheets, relevant updates etc.

SalesForce Advisor Version – Customized, TD Ameritrade version of the world's #1 customer relationship management (CRM) platform with numerous integrations to various software.

4:30 p.m. **Orion Planning** is primarily a financial planning software within Orion, but it can do so much more to improve the way you do business. Build extensive financial plans for prospects and clients, featuring:
- Setting goals
- Action steps
- Estate planning
- Document vault
- Interactive client intake forms
- Share plans with clients digitally
- SalesForce / Redtail Integration
- Pull in outside accounts using Quovo technology including annuities, life insurance, credit cards, banks, and more.

5:15 p.m. **Conclusion of Day One**

6:00 p.m. **Dinner**

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DAY TWO with Scott Staton

8:30 a.m.	**Introduction to Staton Financial** The story behind the growth of the firm located in Oklahoma City
9:00 a.m.	**Office Design** Building an efficient and welcoming environment
9:20 a.m.	**Hiring Staff** What to look for in a potential new hire. Proper Salary and Benefits for Junior Advisors and support/administrative staff.
9:40 a.m.	**Marketing Planning/Scheduling** Workshops, Seminars, Digital Campaigns and Client Events
10:15 a.m.	**Ways to make a great first impression** There is only one chance at a first impression.
10:30 a.m.	**Break**
10:45 a.m.	**Workshop presentation/Scheduling appointments at the workshop** A live presentation of Scott's seminar along with their process of booking appointments during the workshop
12:00 p.m.	**Lunch**
12:45 p.m.	**Q&A from Morning session**
1:15 p.m.	**Seminar Follow Up process** Step-by-step process of what to do after hosting a seminar or workshop
1:45 p.m.	**Tracking important metrics to maximize ROI** The system and spreadsheets used to measure the performance of marketing
2:15 p.m.	**Handling client objections** Overcoming hesitancy or reluctancy from prospective clients
2:30 p.m.	**Break**
2:45 p.m.	**1st and 2nd Appointment process/Using stress tests to create the need for them to seek help** How to softly drive a wedge between them and their current advisor during individual meetings
4:30 p.m.	**Ongoing management of client relationships** Touches made to existing clients throughout the year from email communications, direct mail and client events
4:45 p.m.	**Q&A from Afternoon session**
5:15 p.m.	**Conclusion of Day Two**

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