



THE ELITE WEALTH MANAGER

BUILD A SIMPLE AND ELEGANT WEALTH MANAGEMENT BUSINESS

STRATEGY 9: FORM PROFITABLE STRATEGIC PARTNERSHIPS

Sample Agreement

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding between James Advisor and Jane Attorney is made and entered into on September 24, 2020.

This Memorandum of Understanding sets forth the current understanding of both parties in connection to the establishment of a strategic partnership intended to grow the practices of both parties.

Role of James Advisor

The role of James Advisor in this strategic partnership is to assist Jane Attorney in becoming a thought leader and, by doing so, to assist her in increasing revenue from current clients and attracting additional clients to her practice.

Commitments of James Advisor

- To provide Jane Attorney with high-quality thought leadership content monthly to distribute on a regular basis to clients, prospective clients and other high-value relationships
- To provide in-depth and ongoing guidance on the effective use and distribution of the thought leadership content and on follow-up actions to take after distributing the content
- To provide guidance to Jane Advisor in effective ways to provide referrals to him for wealthy prospective clients

Expected Outcomes for Jane Attorney

- An increase of at least 15 percent in revenue from new business over the next 12 months
- Increased recognition of Jane Attorney as an authority in estate planning among her clients, prospective clients, accountants and other attorneys

Role of Jane Attorney

The role of Jane Attorney in this strategic partnership is to establish herself as a thought leader and to refer to James Advisor affluent prospective clients who may benefit from his services.

Commitments of Jane Attorney

- To make the best possible use of the thought leadership materials provided by James Advisor in order to position herself as an authority and thereby to attract new business
- To meet monthly to identify opportunities for the thought leadership content
- To actively refer to James Advisor clients who are suitable for and would potentially benefit from his services
- To strongly advocate for James Advisor when making the referrals

Expected Outcome for James Advisor

- A steady stream of referrals from Jane Advisor to qualified affluent prospective clients

In witness whereof, by their signatures below, the parties have caused this Memorandum of Understanding to be executed and effective as of the effective date.

Name

Date

Name

Date