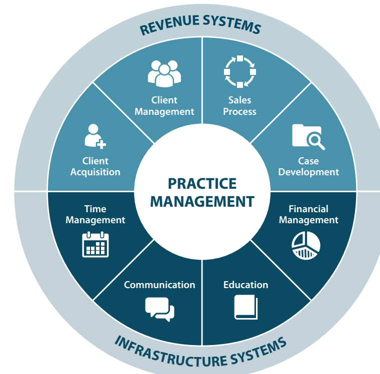
REAL PRACTICE MANAGEMENT

Practice Management

Cambridge's Practice Management Team is available to help financial professionals focus on their role as business owners and achieve their unique goals. They offer specialized and hands-on coaching programs such as Real Practice Management (RPM). The Practice Management Team coaches partner with financial professionals to develop the efficiencies needed to achieve personal and financial growth.



RPM

RPM is designed for Cambridge financial professionals who are ready to take the next step personally and professionally. RPM combines one-on-one coaching with interactive group meetings alongside your peers to enhance your existing skills.

RPM Vision helps you define your business model and a unique value proposition.

RPM Focus will help you fine-tune a strategic plan to implement the goals and objectives you have identified as key components for your success.

RPM Recharge is a networking conference for RPM alumni courses moderated by Cambridge to re-energize and refocus on topics crucial to the successful running of your business.

RPM Tailors to Your Individual Needs

Individualized coaching

The RPM coaching program was developed to cater to financial professionals' unique needs and focuses on what the financial professional wants to accomplish. Through monthly coaching calls coaches work with financial professionals to meet their individualized goals.

Peer networking

When attending the four programs throughout the year, you are joined by other Cambridge financial professionals. Networking is key in the financial industry and our financial professionals are excited about sharing their strengths and weaknesses in an effort to grow as financial professionals and business owners. RPM peer networking can help you create a support system, ask questions, exchange experiences and advice, or just have the chance to meet other Cambridge financial professionals.

Growing your business

Business growth is a common goal of RPM participants who want to work smarter, not harder. Financial professionals have seen a 10 percent average growth in production year over year through active engagement with RPM.

Additional areas of support

Succession planning
Client segmentation and acquisition
Business plan creation
Marketing plan creation
Social media strategies
Referral strategies
Providing excellent client service

About Cambridge

Cambridge Investment Group, Inc. is a privately controlled financial solutions firm focused on serving independent financial professionals and their investing clients. Cambridge offers a broad range of choices regarding financial professional-focused financial solutions: advice solutions, technology solutions, platform choice and business structure solutions, consulting solutions, and outsourcing solutions. Cambridge's national reach includes: Cambridge Investment Research Advisors, Inc. – a large corporate RIA; and Cambridge Investment Research, Inc. – an independent broker-dealer, member FINRA/SIPC, that is among the largest privately controlled independent broker-dealers in the country.

RPM is complimentary for Cambridge financial professionals. Space is limited in order to keep the personalized service the Practice Management Team strives to create and maintain throughout your coaching experience.

Contact the Practice Management Team (practicemanagement@cir2.com) for more details.

CAMBRIDGE

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