



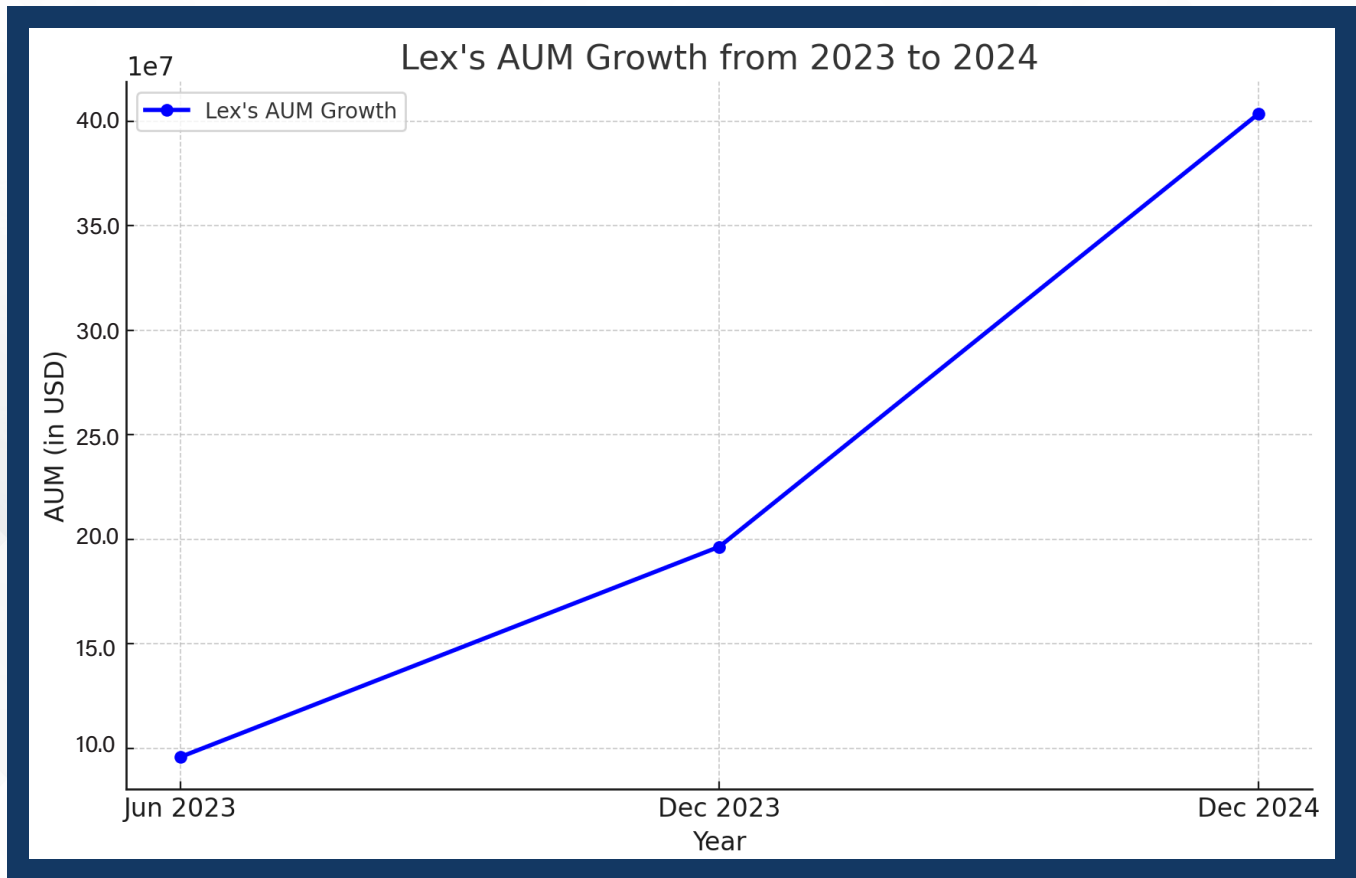
Take Your Financial Business To
New Heights

CASE STUDY:

How Lex from Colorado Scaled His
Advisory Practice with Sound Income Strategies

Lex

AUM Growth from 2023 to 2024



Introduction

When Lex from Colorado, a LifeMark representative, joined **Sound Income Strategies (SIS)** as a sub-advisor in June 2023, he had a respectable book of business with **\$9,592,592 in AUM** but lacked the infrastructure, lead flow, and scalability to take his firm to the next level. He needed **a systematic approach to growth, a more effective way to convert prospects, and a way to manage assets that set him apart from other advisors.**

By leveraging **Sound Income Strategies' proven growth systems, customized SMAs (Separately Managed Accounts), and our elite Practice Management support,** Lex skyrocketed his AUM:

- **By December 2023, Lex more than doubled to \$19,648,655**
- **By December 2024, Lex had grown to an incredible \$40,347,746**

This case study outlines how Lex used **SIS's lead generation, the Scranton Simplified Sales Process, SMAs, and Practice Management solutions** to achieve explosive growth in just 18 months.

Phase One Growth Rate: 104.8%

Starting AUM: \$9,592,592
AUM by End of 2023: \$19,648,655

Establishing a Scalable Growth Foundation (June 2023 – Dec 2023)

Key Strategies Implemented:

1. Leveraging SIS's High-Quality Lead Generation

- Upon joining **Sound Income Strategies**, Lex immediately gained access to **qualified high-net-worth leads**—individuals near or in retirement looking for specialized guidance.
- Our **targeted marketing campaigns, direct mail programs, and digital ads** put him in front of **ready-to-act clients** instead of wasting time chasing unqualified prospects

✓ **RESULT: More booked appointments with pre-qualified prospects who needed his knowledge and experience.**

2. Mastering the Scranton Simplified Sales Process

- Lex dove into **Sound Income Strategies' proprietary sales process**, which simplified complex financial topics and increased client trust.
- **Through weekly training calls, real-world coaching sessions, and step-by-step scripting**, Lex dramatically increased his closing rate.

✓ **RESULT: Higher conversions from prospect to client — turning more leads into long-term relationships.**

3. Offering SIS's SMAs to Stand Out

- Lex positioned himself as an **Income Specialist by utilizing Sound Income Strategies' SMAs** (Separately Managed Accounts).
- Unlike generic investment solutions, SMAs allowed him to provide **a personalized, actively managed investment strategy focused on generating income in retirement.**

✓ **RESULT: Clients saw him as more than just another advisor — they trusted him as a Retirement Income Specialist.**

Phase Two Growth Rate: 105.3%

AUM Growth: From \$19,648,655
to \$40,347,746

Optimizing Operations & Scaling Growth (Jan 2024 - Dec 2024)

Key Strategies Implemented:

1. Streamlining Back Office with SIS's Practice Management Support

- As his client base **grew exponentially**, Lex realized **his back office was struggling to keep up**.
- He enrolled in **SIS's Practice Management Academy**, where he learned how to:
 - **Automate scheduling, compliance tracking, and client onboarding.**
 - **Implement workflows to eliminate operational inefficiencies.**
 - **Delegate administrative tasks so he could focus on growth.**

✓ **RESULT: More time for high-value client relationships and business expansion.**

2. Expanding His Firm: The Multi-Advisor Model

- With SIS's guidance, Lex **hired and trained new team members**, including:
 - **Client Acquisition Advisors** – to manage prospecting and first appointments.
 - **Client Service Representatives** – to handle ongoing client requests and paperwork.
 - **A Dedicated Admin** – to help ensure smooth day-to-day operations.

✓ **RESULT: He transitioned from a solo practice to a structured, scalable firm.**

3. Scaling His Brand and Market Presence

- By the second half of 2024, Lex had:
 - **Hosted monthly retirement income workshops** that attracted affluent prospects.
 - **Built referral partnerships with CPAs and estate attorneys** for ongoing lead flow.
 - **Leveraged SIS's content marketing strategies** to position himself as a thought leader in the retirement space.

✓ **RESULT: His brand became synonymous with retirement income specialization in his region.**

The End Result

A Thriving, Scalable Advisory Business

Lex's Journey with Sound Income Strategies transformed his business from a small practice into **one of the fastest-growing advisory firms in his region.**

- **Grew his AUM from \$9.5M to \$40.3M in just 18 months!**
- **Established a scalable business model with a structured team.**
- **Set himself apart with SMAs, helping clients maximize retirement income.**
- **Built a brand that generates referrals and new business consistently.**

Final Takeaway

How Sound Income Strategies Fueled Lex's Success

Lex's success wasn't luck — it was the direct result of plugging into **Sound Income Strategies' proven system for advisor growth.**

- **High-Quality Leads** – No more chasing, just working with pre-qualified clients.
- **A Sales Process That Converts** – The Scranton Simplified Sales Process closed more business.
- **Customized Investment Solutions** – SMAs helped differentiate his practice and drive AUM growth.
- **Efficient Back Office** – Practice management strategies helped streamline operations.
- **Scalable Growth** – The shift to an agency model allowed him to expand beyond a solo practice.

The result? A more profitable, scalable, and fulfilling advisory business.

Ready to Scale Like Lex?

If you're ready to transform your advisory practice and see real growth, let's talk.

"We are truly humbled and honored to have been a part of Lex's success. Watching his journey and growth has been incredible, and we couldn't be prouder of what he has achieved."

-Barry C. Wheelles, Director of New Business Development

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