



## A Path to Acquisition

The decision to sell your firm and identify the best strategic partner for your clients and employees is among the most critical decisions a firm owner can make. Understanding your choices and what differentiates one option from another involves clarifying what's most important to you. Read on to gain the perspective from other advisors that have chosen the path to acquisition with United Capital.

## Where Culture Exists, Growth Follows

**Jason Rosener** grew up in Keystone, Colorado where he developed a love for the outdoors at an early age. When his parents put him in ski school at two years old, they couldn't have guessed that years later he'd be part of the U.S. ski team, participate in the 1997 World Championships, and ski in the 1998 Winter Olympics.

Jason's dedication to skiing and being part of the U.S. ski team ultimately led to an internship opportunity with a large financial services institution. This is where he realized his passion for helping people achieve their financial goals. In 2003, he decided his next career move would be as a financial advisor.

As part of a team, Jason built a large and a successful firm to nearly \$2 billion in assets under management across roughly 1,300 households. Nevertheless, Jason recognized that growth had stalled and his team's product-driven approach wouldn't allow him to serve his clients in the way he wanted. This was the trigger to partner with a firm that could help drive growth, re-engage his clients around a different value proposition, and keep the business at the forefront of trends taking place in the industry.

Jason and team envisioned a modern, client-centric approach backed by innovative technology and tools. Above all else, he knew he wanted to keep his 23-person team intact without disrupting the distinctive culture they had created.

The team explored all their options ranging from operating independently to rolling up to a larger firm. Their search led them to United Capital in 2015. For Jason, United Capital was the only firm that gave his team the autonomy to do what they do best while providing high-quality resources in areas where they needed support: revenue growth, client experience, and marketing.

The decision to join United Capital created a true collaboration and measurable growth for Jason and his partners. Three years after joining, they've realized growth in assets under management. Moreover, revenue has grown by 28%. Additionally, as an equity owner in United Capital's RIA business, the team has increased profits (EBITDA) by an astounding 49%.\*

Jason credits their growth and re-engaged client base to United Capital's Financial Life Management approach. It's a system that puts people first—not



**Jason Rosener, Vice President | United Capital**

**Location:** Denver, Colorado

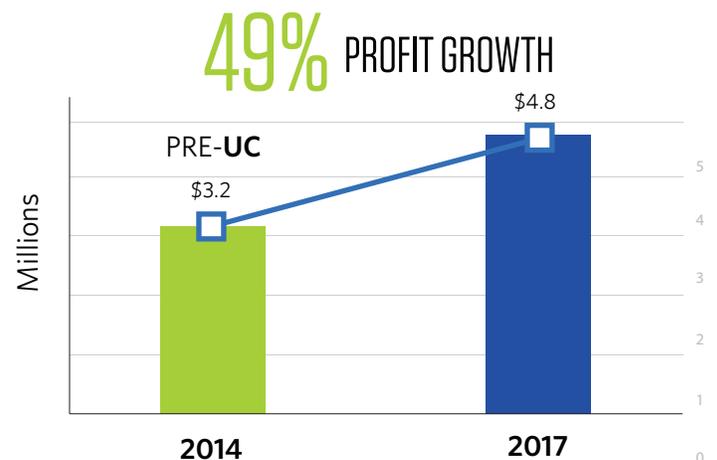
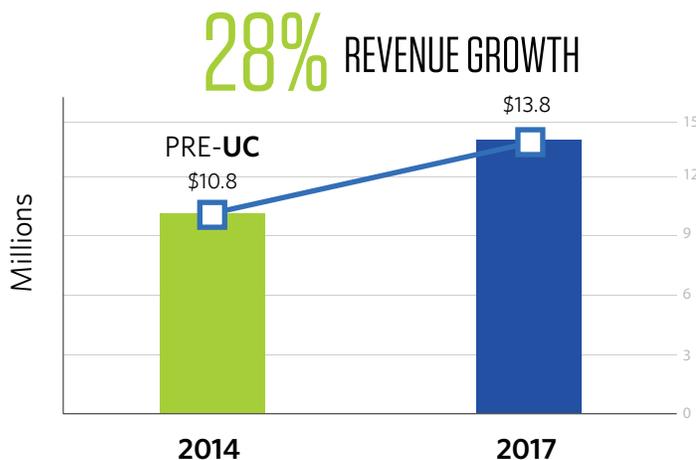
**Assets under Management:** \$2.6 billion\*\*

**Goals:** revenue growth, enhanced client experience, cultural fit

products—and helps Jason's team change their clients' lives by developing deeper relationships. Resources like HonestConversations® scoring have led to more meaningful discussions, allowing Jason to impact various aspects of their financial lives.

United Capital's technology platform and suite of tools have been game-changing in the way Jason and team deliver advice to their clients. United Capital's industry-leading solutions, accessible marketing, scalable and repeatable process, and operational support are exactly what Jason envisioned when he decided to leave his previous firm nearly four years ago. "To hear from a client that they've never had these conversations or interacted in this way proves that the process works."

## Jason and his partners realized strong growth after joining United Capital.



\*Data as of year-end 2017. Results not guaranteed and may vary.

\*\*Data as of Q2 2019



“

We had a singular focus—what will make us better and who will make us better. United Capital was the firm that was going to do that for us.

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Jason Rosener, Vice President | United Capital

### Helping People Live Richly

At United Capital, we believe money is fuel—a resource to help you accomplish the life you want to live. How we manage our money is an important choice, and the way we make decisions will determine our entire life. We help our clients live richly by empowering them to make the right financial decisions.

Here's what living richly means to Jason:

**“For me, living richly means spending time with my family and being outdoors doing what I love to do.”**



*Helping People Live Richly*

