

FP Advance Business Fitness Report

How does your business performance compare to
the rest of the adviser marketplace?



Find out with the Business Fitness Report from FP Advance

- *Benchmark the health of your business*
- *Improve your business performance*
- *Boost your bottom line*
- *Make better, more informed decisions*

146% more profit

If your client base is segmented, services differentiated and reviewed regularly

91% more profit

If the client review process is documented

324% more profit

If a business plan is documented

Profitability figures obtained from March 2009 FP Advance Business Fitness Report
Powered by Business Health Check

How fit is your business?

Lack of UK specific information has, until now, prevented many adviser firms from reaching their full potential. However, the FP Advance Business Fitness Report can provide you with the insight required to make more informed decisions about your future.

- *How do you compare to other adviser businesses?*
- *What does good performance look like?*
- *What areas are holding you back?*
- *What can you do to improve your top and bottom line performance?*
- *Which areas are likely to generate the most improvement?*
- *How do you identify what matters and what doesn't when it all seems so important?*

What does the Business Fitness Report include?

The report covers five distinct aspects of your business:

- C** Client (client management capability and focus)
- H** Home Base (planning and structure)
- E** External Profile (reputation management including quality assurance)
- C** Capability (people/performance management and internal IT)
- K** Key Performance Indicators (the numbers behind your business)

“A company that is focused on the successful implementation of good business practices achieves a higher level of profitability than one that doesn’t; it’s as simple as that.”

Brett Davidson, Chief Executive of FP Advance



How much do you really know about your business?

If your management information doesn't quite provide the full picture the FP Advance Business Fitness Report can help.

Understanding the drivers of a business takes years of hard work and experience. However with the FP Advance Business Fitness Report all you need is an internet connection. It provides a unique, objective and innovative assessment tool. It is backed up by the knowledge and experience of leading industry consultants from around the globe.

The report will provide information and ideas to help you improve the efficiency, profitability and value of your business.

How to get an FP Advance Business Fitness Report

As part of the Business Fitness Report's diagnostic process you will be asked around 100 carefully researched questions. It will take between 45 and 60 minutes to complete and is accessible 24 hours a day 7 days a week via the web.

All details are completely confidential and your data is only retained long enough to prepare your report.

The information required to complete the report is not onerous and full instructions are provided when you log in. Once registered you can log in and log out as often as you like, although we recommend trying to complete all the questions in one sitting if you can.

What you receive

As well as objectively assessing your business strengths and weaknesses across 32 key areas, the Business Fitness Report is available online within 48 hours and via hard copy posted to your desk within 14 days of completion. It will form an important benchmark against which you can assess and evaluate the performance of your business in comparison with industry peers.

For an additional cost, you can elect to supplement your report with a 1 hour coaching call to give you an objective and impartial interpretation of your results and suggested priority areas to focus your improvement activity

Register and apply online at www.fpadvance.com

For further information, please contact

FP Advance on 0207 431 3663 or email enquiries@fpadvance.com

