

# Statistics At-a-Glance

## METHODOLOGIES & DISCLOSURES

### 1. Multigenerational Client Relationships

#### Methodology:

The metric for multigenerational client relationships reflects instances where BentOak Capital has established meaningful relationships across two or more generations within a family. This includes:

- **Direct Advisory Relationships:** Situations where multiple generations, such as parents, children, and grandchildren, are direct clients of BentOak Capital, with each household considered individually.
- **Social and Informal Connections:** Cases where BentOak Capital has personal connections with younger generations of a client's family (e.g., children or grandchildren of current clients), even if those individuals are not direct clients themselves. However, this metric only considers the client household and does not count the additional individual as part of the total.
- **Engagement Indicators:** Families where younger generations have engaged with the firm (e.g., attending meetings or client appreciation events) are included, but the metric reflects the client household exclusively, not the younger generation.

#### Disclosures:

The multigenerational client relationships metric is based on qualitative and quantitative assessments of client engagement and relationships within a family. It reflects only the client household and does not include non-client individuals in its calculation. This metric does not imply nor guarantee continued advisory engagement across multiple generations or specific financial outcomes. The calculation is reviewed and updated annually based on internal data and client interactions and is subject to change.

### 2. Client Retention

#### Methodology:

Exceeding the 94.6% industry average, the client retention rate is calculated by comparing the number of unique client households at the beginning of a calendar year with the number of those same households that remain active clients at year-end. The calculation excludes households that became clients during the measurement year, ensuring the focus is on the retention of existing relationships. Retention is measured on a household basis rather than individual accounts.

#### Disclosures:

The client retention rate is intended solely to reflect historical data regarding client relationships and should not be construed as a guarantee of future retention rates or client satisfaction. The calculation does not consider individual account closures or transfers within a household and is based on the firm's internal records as of the measurement year-end. Households that cease to engage due to the death of the client are included in the calculation.

as a lost household as retention rates are subject to fluctuations and may be impacted by factors outside the firm's control, such as client relocations, changes in family dynamics, or death.

Source: <https://www.mckinsey.com/industries/financial-services/our-insights/the-value-of-personal-advice-wealth-management-through-the-pandemic>

### 3. Assets Under Advisement (AUA)

#### Methodology:

Assets Under Advisement (AUA) represents the total market value of financial assets for which BentOak Capital provides advisory services as of year-end. This includes:

- **Managed Advisory Accounts:** The total market value of advisory client portfolios managed under an agreement in which BentOak Capital provides ongoing investment management and financial planning services.
- **Institutional Retirement Plans:** The total assets within institutional retirement plans (e.g., 401(k) plans, defined contribution plans) where BentOak Capital provides oversight, monitoring, and other advisory services. Individual client 401(k) accounts not managed by BentOak Capital are excluded from the AUA calculation.
- **Insurance and Annuities:** The total market value of Fee-Based annuities and cash value of Fee Based insurance managed under an agreement in which BentOak Capital provides ongoing investment management and financial planning services. Plus, the total market value of non-fee-based annuities and cash value of non-fee-based insurance, serviced by BentOak Capital under a servicing agreement with Halo Securities.
- **529 accounts:** The total market value of 529 accounts in which BentOak Capital provides ongoing services

#### Disclosures:

Assets Under Advisement (AUA) represents assets for which BentOak Capital provides advisory services but does not necessarily exercise discretionary control or manage directly. Inclusion of retirement plan assets in this figure does not imply fiduciary responsibility for those plans. AUA is calculated based on the market values reported at year-end and is subject to change due to market conditions, client contributions, withdrawals, and other factors. AUA is not a measure of performance, and it should not be interpreted as an indicator of future performance, client satisfaction, or the scope of services provided.

### 4. Client-to-Advisor Ratio

#### Methodology:

Client-to-advisor ratio supporting personalized guidance, versus an industry average of 143:1. The client-to-advisor ratio is calculated by dividing the total number of unique client households served by BentOak Capital at year-end by the number of licensed Certified Financial Planner® (CFP®) and/or Juris Doctor (JD) professionals employed by the firm. Only CFP® and/or Juris Doctor (JD) professionals are included in the calculation to ensure the metric reflects the ratio of client households to qualified financial advisors.

**Disclosures:**

The client-to-advisor ratio is intended to provide a general indication of the level of personalized service offered by BentOak Capital's CFP® and/or Juris Doctor (JD) professionals. This metric is calculated annually and does not include non-CFP® nor non-JD team members or reflect the availability of other resources that may support client services. Industry comparisons, such as the average ratio of 143:1 reported by Cerulli Associates and referenced in LPL Financial's study, are based on publicly available data and may not represent all market participants. This ratio should not be interpreted as a guarantee of service quality, advisor accessibility, or client satisfaction.

Source: <https://www.lpl.com/join-lpl/why-choose-lpl/news-and-insights/how-successful-financial-advisors-scale-their-business.html>

**General Disclosures**

The methodologies and disclosures provided herein are intended to ensure transparency in how BentOak Capital calculates and reports its key metrics. The firm does not make any representations or warranties regarding the accuracy of industry averages or the comparability of its metrics to those of other firms. These metrics are intended for informational purposes only and should not be relied upon as an indication of future results or performance.