

Tiburon Strategic Advisors

*Research-Based Strategy Consulting Services
for Financial Services Firms*



Tiburon Strategic Advisors

Tiburon Strategic Advisors was formed in 1998 to offer market research, strategy consulting, & other related services to all types of financial institutions and investment managers. The firm has served over 300 corporate clients and completed over 1,200 projects since its founding, and today, its knowledge base includes mutual fund distribution, separately managed account programs, alternative investments, wealth management, insurance products, banking services, the fee-based financial advisor market, the CPA firm market, the family office market, & various international markets. Three of Tiburon's core clientele groups are the CEOs and other senior executives of large US financial institutions faced with difficult strategic decisions, leading executives of foreign financial institutions trying to understand and/or enter the US markets, and a long list of venture capital & private equity firms, and investment banks, making investments in, and executing transactions in, areas where Tiburon has developed proprietary insights.

Tiburon Consulting Team

The Tiburon consulting team brings a balance of industry knowledge, consulting skills, research aptitude, & industry experience to all client projects.

Managing Principal

Charles ("Chip") Roame is the managing principal of Tiburon Strategic Advisors and a leading strategic consultant to CEOs, other senior executives, & boards of directors in the brokerage, investments, wealth management, banking, & insurance markets. Prior to forming Tiburon in 1998, Mr. Roame served in similar capacities, first as a management consultant at McKinsey & Company, and later as a business strategist at The Charles Schwab Corporation. Mr. Roame is quoted daily throughout the media and, due to Tiburon's widely shared research, he may be the most frequently demanded conference speaker, giving 75+ speeches each year. His particular expertise is that of corporate strategy for larger financial services firms, designing broad multi-faceted strategies and making trade-offs between alternative businesses, products, & markets. Click [here](#) for Mr. Roame's full biography.



Tiburon's Managing Principal
Chip Roame

Consulting Staff

Tiburon's consulting staff is comprised of a core group of research associates & support professionals. Tiburon's research associates are critical to the development of research reports and the completion of client assignments; they are also frequently tapped by the media and conference planners. And in order to best serve its clients, Tiburon research associates also rotate through its marketing department, taking turns sharing the firm's research with its clients & prospects, and acting as the front-line of contact with the firm. Click [here](#) to read more about Tiburon's consulting staff.



Tiburon's managing principal is joined by some of its executive program members at a recent Tiburon CEO Summit

Executive Program Members

In addition to its full-time consulting staff, Tiburon also has three established Executive Programs called its CEOs-in-Residence, Financial Advisor Roundtable, & Consulting Fellows. Tiburon established these three programs to add additional senior level industry experience to its clients. Click [here](#) to read more about Tiburon's executive programs.

Tiburon CEO Summits

Tiburon has hosted a series of unique semi-annual CEO Summits for its executive-level clients since 2001. Tiburon's CEO Summits provide a unique opportunity for a select cross-industry group of senior executives to discuss a broad swath of issues regarding the future of the brokerage, investments, advice, & wealth management businesses. Click [here](#) to learn more about Tiburon's CEO Summits.

Tiburon Tools

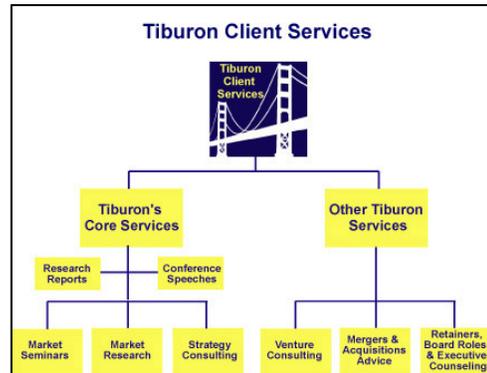
Tiburon sponsors a set of thirteen free web-based business benchmarking tools for various types of financial advisors. Each tool allows some group of financial advisors the ability to benchmark their business operations. Tiburon provides these tools free to practitioners as a goodwill gesture and to collect aggregate data for its own use. Click [here](#) to learn more about Tiburon's tools.

Tiburon Client Services

Tiburon services include market seminars, market research, strategy consulting, venture consulting, mergers & acquisitions advice, and retainers, board roles, & executive counseling. Click [here](#) to learn more about Tiburon's client services.

Market Seminars

Tiburon delivers semi-customized industry overview presentations covering a wide variety of market and product segments within the brokerage & investment management marketplace. Market seminars are ideal for clients who need a quick and yet in-depth understanding of the overall brokerage & investment management markets or any particular segment(s) of these markets. Specifically, Tiburon executives have been engaged by many firms to deliver presentations and lead brainstorming sessions with boards of directors, senior management teams, venture capital teams, & entrepreneurial groups. This is a great way to kick-off management committee or board meetings. Some Tiburon clients then develop their own strategies; others engage Tiburon for further research and strategy work. These sessions also provide substantial data and analysis for developing business plans. Click [here](#) for more information on Tiburon's market seminars.



Market Research

Tiburon utilizes a rigorous research-based method in helping its clients to develop leading-edge business strategies, and as a result, many other Tiburon clients have engaged the firm to complete market research assignments. Market research projects are customized to explore each client's specific area of interest, and can include internal capabilities assessments, competitor & market analysis, and client research. Research projects typically take four-to-eight weeks to complete. Click [here](#) for more information on Tiburon's market research services.

Strategy Consulting

Strategy consulting is the foundation of what is delivered at Tiburon Strategic Advisors. Tiburon believes that it has developed processes specifically to help financial institutions develop leading-edge business strategies. As a result, Tiburon has been engaged to lead a wide variety of strategic projects for a broad spectrum of product and service providers in the financial services industry. Tiburon's core capabilities are building on a firm's strengths, assessing its opportunities, & recommending specific product and market strategies. Tiburon's strategy consulting process is based on its in-depth market knowledge and extensive customized research conducted on behalf of its clients. Strategy consulting projects typically take two-to-three months to complete. Click [here](#) for more information on Tiburon's strategy consulting services.

Other Tiburon Services

As a natural outgrowth of Tiburon's core services and research-based approach, Tiburon has been able to help clients in areas such as venture consulting and mergers & acquisitions advice, and to establish business relationships that allow Tiburon to play an on-going role in its clients' businesses such as retainers, board roles, & executive counseling.

Tiburon Research Reports & Research Report Access Program

Tiburon has created a series of research reports to help educate its clients in a low-cost way on a wide variety of topics in the brokerage, investments, private banking, & wealth management markets. At the suggestion of numerous Tiburon clients, Tiburon created a client service allowing unlimited access to all of its research reports for an entire calendar year via the online Tiburon Library for only \$25,000. Click [here](#) to learn more about Tiburon's research reports & research access program.

Tiburon Conference Speeches

Tiburon executives have given hundreds of speeches to both financial industry executives and financial advisors. Common audiences for Tiburon speakers include board meetings, executive offsites, employee meetings, national & regional trade group meetings, financial advisor annual conferences, financial advisor top producers trips, financial advisor regional forums, & financial advisor due diligence trips. Click [here](#) to learn more about Tiburon conference speeches.

Tiburon Industry Knowledge

Key Driving Factors Reports	Product & Service Reports	Market & Distribution Channel Reports	Tactical Issues Reports	Strategic Conclusions Reports
<p>Summary Report</p> <ul style="list-style-type: none"> Key Driving Factors 	<p>Summary Report</p> <ul style="list-style-type: none"> € Product & Services 	<p>Summary Report</p> <ul style="list-style-type: none"> Markets & Distribution Channels 	<p>Summary Report</p> <ul style="list-style-type: none"> € Winning Tactics 	<p>Summary Report</p> <ul style="list-style-type: none"> € Financial Services Industry Investment Opportunities
<p>Wealth Reports</p> <ul style="list-style-type: none"> Consumer Wealth Institutional Markets 	<p>Financial Products Reports</p> <ul style="list-style-type: none"> € Cash Investments € Bank Deposits € Money Market Funds 	<p>Direct Distribution Channels Reports</p> <ul style="list-style-type: none"> € Online Tools & Advice € Online Brokerage € Online Banking & Mortgages € Online Insurance 	<p>Financial Services Institutions Tactics Reports</p> <ul style="list-style-type: none"> € FSI Target Markets € FSI Sales & Marketing € FSI Staffing & Compensation € FSI Firm Cultures € FSI Technology € FSI Industry Networking 	<p>Strategic Conclusions Reports</p> <ul style="list-style-type: none"> € Financial Service Industry Firm Valuations € Financial Services Industry Venture Capital Opportunities € Financial Services Industry Private Equity Opportunities € Financial Services Industry Mergers & Acquisitions
<p>Current Events Reports</p> <ul style="list-style-type: none"> Current Events World Political Events World Disasters Economy & Markets Corporate Scandals Financial Services Industry Stumbles Presidential & Congressional Elections Regulatory Environment 	<p>Financial Products Reports</p> <ul style="list-style-type: none"> € NYSE Listed Equities € NASDAQ (OTC) Listed Equities € Fixed Income Capital Markets € Corporate Bonds € Government Bonds € Agency Bonds € Municipal Bonds € Initial Public Offerings (IPOs) € Mutual Funds € Fee-Accounts € ETFs & Indexing € Hedge Funds € Venture Capital & Private Equity € Real Estate € Wine Investments € Other Financial Alternative Investments € Other Non-Financial Alternative Investments <p>Wealth Management Services Reports</p> <ul style="list-style-type: none"> € Aggregation & Financial Planning € 529 Plans € Insurance Products € Health Care Insurance € Disability Insurance € Long-Term Care Insurance € Property & Casualty Insurance € Annuities & Other Retirement Income Products € Life Insurance € Private Banking Services € Credit Cards € Mortgages & Home Equity Loans € Specialized Lending € Corporate & Industrial Lending € Estate Planning & Charitable Giving € Family Office Services 	<p>Financial Advisor Channels Reports</p> <ul style="list-style-type: none"> Retail Banks Full-Service Brokerage Firms Discount Brokerage Firms Independent Reps Fee-Based Financial Advisors (RIAs) Other Financial Advisors Insurance Agents Life Insurance Agents Property & Casualty Insurance Agents CPA Firms Estate Attorneys Real Estate Agents Mortgage Brokers Upscale Channels Private Banks Investment Banks Securities Underwriting Mergers & Acquisitions Advisory Institutional Sales Advisory Separate Account Managers Investment Consultants Sports Agents & Entertainment Business Managers Family Offices Processing Firms Transfer Agents Processing Banks (Institutional Custodians) Fund Accountants Clearing Brokers Prime Brokers <p>Institutional Channels Reports</p> <ul style="list-style-type: none"> € Workplace Investing € Defined Contribution Plans € Defined Benefit Plans € Endowments & Foundations € Corporate Cash & Treasury Services € Sovereign Wealth Funds & Other Foreign Investors € Clearing Brokers 	<p>Financial Advisors Tactics Reports</p> <ul style="list-style-type: none"> € FA Target Markets € FA Sales & Marketing € FA Staffing & Compensation € FA Firm Cultures € FA Technology € FA Industry Networking € FA Mergers & Acquisitions <p>Financial Advisor Benchmarking & Best Practices Reports</p> <ul style="list-style-type: none"> € FA Benchmarking & Best Practices € Broker Benchmarking & Best Practices € Bank Broker Benchmarking & Best Practices € Private Banker Benchmarking & Best Practices € Independent Rep Benchmarking & Best Practices € Fee-Based Financial Advisor (RIA) Benchmarking & Best Practices € Life Insurance Agent Benchmarking & Best Practices € Third-Party Administrator Benchmarking & Best Practices € Property & Casualty Insurance Agent Benchmarking & Best Practices € Tax Pro Benchmarking & Best Practices € Estate Attorney Benchmarking & Best Practices € Real Estate Agent Benchmarking & Best Practices € Family Office Benchmarking & Best Practices € Hedge Fund Manager Benchmarking & Best Practices € FA Profiles 	<p>Strategic Thinking Reports</p> <ul style="list-style-type: none"> € Consulting Industry € Strategy Frameworks

Tiburon Industry Knowledge

Tiburon has documented the key trends in dozens of product and market segments throughout the financial services industry through its own previous research efforts; this written documentation allows Tiburon to deliver timely market seminars for clients which need a quick understanding of a segment, and this same research allows Tiburon principals to get off to a fast start in developing customized strategies for the firm's strategy consulting clients. These same topics form the basis of the Tiburon research report series. Click [here](#) to read more about Tiburon's industry knowledge, research reports, & potential market seminars or conference speech topics.

Tiburon In the News

Tiburon executives have been quoted quite extensively throughout the industry and general media. Tiburon's managing principal Chip Roame is quoted daily in industry publications and media outlets such as The Wall Street Journal, The New York Times, Reuters, Bloomberg, Dow Jones Newswires, etc. Tiburon's web site contains a list and brief synopsis of those articles that the Tiburon staff has been able to locate (Tiburon accepts that there are probably hundreds of other quotes circulating). These short summaries are intended to help prospective Tiburon clients, conference planners, & media representatives understand Tiburon's views on a wide variety of issues throughout the financial services industry. Click [here](#) to read more about Tiburon in the news.

International Markets Reports

- € English Speaking Countries Markets
- € Europe, Middle East, & Africa
- € Asia Pacific
- € Latin America
- € Offshore Markets