



AssetMark
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Business Development Allowance Expense Submission

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For Financial Advisors

Expense Information

The Business Development Allowance is a useful resource that can help offset qualified marketing and practice management expenses incurred by the Financial Advisor. The following are some examples of expenses that are eligible and ineligible for reimbursement under this program. The examples are not meant to be an all-inclusive list, as expenses not listed below can be considered on a case-by-case basis.

Qualified Expenses:

Expense	Required supporting documentation
Organized group meetings, seminars or other similar events (clients and/or prospects) planned for more than three people.	1. Invoice/proof of payment 2. A sample invitation for the event
Design, writing and production of marketing and client communication materials, including brochures, flyers, mailers, articles, newsletters and website (Initial website layout, design and production are considered qualified).	1. Invoice/proof of payment 2. A sample of the material created
Ipad Device paired with AssetMark Advisor Mobile Application. AssetMark may consider reimbursement to replace iPads that are lost, broken or stolen, or if a previous iPad reimbursement was paid more than 18 months ago.	1. Proof of payment 2. Verification of application usage
Advertising, public relations and direct mail, including greeting cards.	1. Invoice/proof of payment 2. A sample of the material created
Seminar and conference expenses, including travel/lodging, to attend investment and/or practice management related seminars and conferences. This includes travel (airfare, parking, tolls, and mileage)/lodging expenses to attend the Mastery Program and Premier Consultant meetings, but not Gold Forum expenses. Mileage will be reimbursed at the current standard IRS mileage rate. Meals during conferences will be reimbursed up to a value of \$75 per advisor.	1. Detailed lodging receipts and mileage data
Coaching / training / business development programs, including the Strategic Coach, PEAK coaching, Ultimate Results, etc.	1. Invoice/proof of payment
Any meeting with a prospect.	1. Invoice/proof of payment

Non-Qualified Expenses:

- General operating expenses, including rent, payroll, postage, office supplies, insurance, business cards, stationery supplies, QPR mailing, etc.
- Gifts including (but not limited to) gift baskets, gift certificates, gift cards, etc.
- Capital equipment, including computers, copiers, printers, fax machines, etc.
- Licensing and regulatory expenses.
- Individual meetings/meals with existing clients are not reimbursable unless there are more than three clients in attendance.
- Ongoing website hosting/maintenance.

**Business Development Allowance Expense
Submission**

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Expense Submission Instructions

Directions

1. Complete the attached **Business Development Allowance - Expense Submission Detail Sheet** listing all qualified expenses, date of the expense, amount, and the number of clients/prospects involved.
2. Include all receipts/invoices showing proof of payment. Examples may include copies of cancelled checks or bank statements, credit card statements, or paid invoices. If you are unsure whether an item will qualify for reimbursement, please contact **BDASubmission@AssetMark.com** prior to submitting your expenses.
3. Include supporting documentation such as invitations you send for organized events, registration confirmation for conferences attended, or sample newsletters sent to prospects.

Please note that missing receipts or supporting documentation may cause a delay in processing your reimbursement request.

Important Notes

- This Allowance is based on the total market value of invested assets (less any assets with a negotiated fee) in the AssetMark program as of the last day of the preceding calendar quarter.
- Eligible expenses should be submitted for accrued amounts only and within one year of the incurred expense.
- Your Form ADV should include the following disclosure discussing the Business Development Allowance:

With respect to (Insert "the AssetMark Program" or your Private-label program name), Applicant is entitled to receive a quarterly and/or one-time reimbursement from AssetMark, Inc, for qualified marketing and/or business development expenses incurred by Applicant. The amount of such reimbursement is based on the total assets invested at the end of each calendar quarter in (Insert "the AssetMark Program" or your Private-label program name), as follows:

Eligible AUM - Premier Consultant	1x Reimbursement evaluated quarterly
\$5MM within 12 months of first funding	\$2,000
\$5MM after 12 months of first funding	\$1,000
\$10MM within 12 months of first funding	\$3,000
\$10MM after 12 months of first funding	\$1,000
Eligible AUM - Gold and Platinum Premier Consultant	Quarterly Reimbursement
\$ 25MM	\$1,250
\$ 35MM	\$1,750
\$ 50MM	\$2,500
\$ 75MM	\$3,750
\$ 100MM	\$6,250
\$ 125MM	\$8,750
\$ 150MM	\$11,250
\$ 175MM	\$13,750
\$ 200MM	\$16,250
\$ 225MM	\$18,750
\$ 250MM	\$21,250
\$ 275MM	\$23,750
\$ 300MM	\$26,250

Business Development Allowance Expense

Submission

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Expense Submission Detail Form

Submit this page and supporting documentation via fax to 866.922.0399 or via email to bdasubmission@assetmark.com.

Continue on additional sheets if necessary.

See page 1 & 2 for information on qualified expenses.

Financial Advisor name

AssetMark AG#

Email

Phone

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Individual Accrual

Office Accrual

Financial Advisor Firm

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Direct payment to: (if different than fee payment instructions on record)

■

Financial Advisor print name

Financial Advisor signature

Date

X

AssetMark Use Only

Agent ID
Approved By

Amount Approved
Date

Signature

x