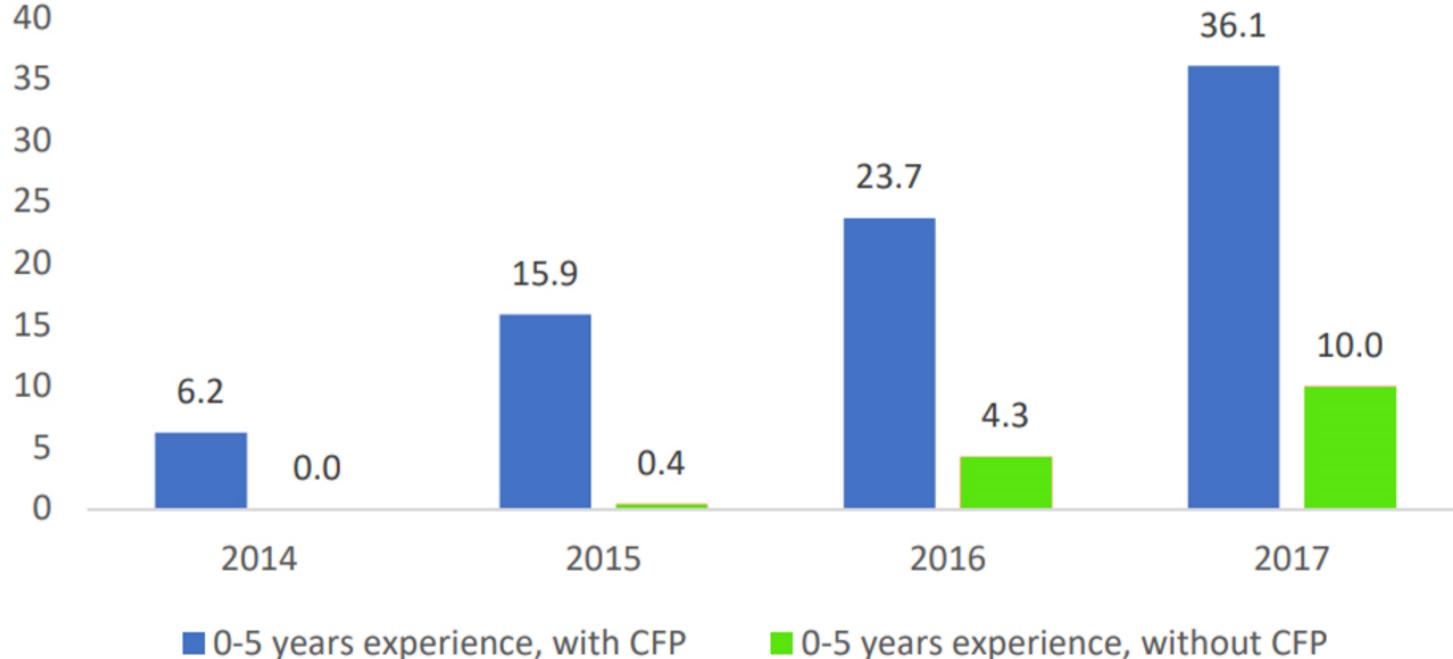


Newer Niche-Oriented Members Number of clients



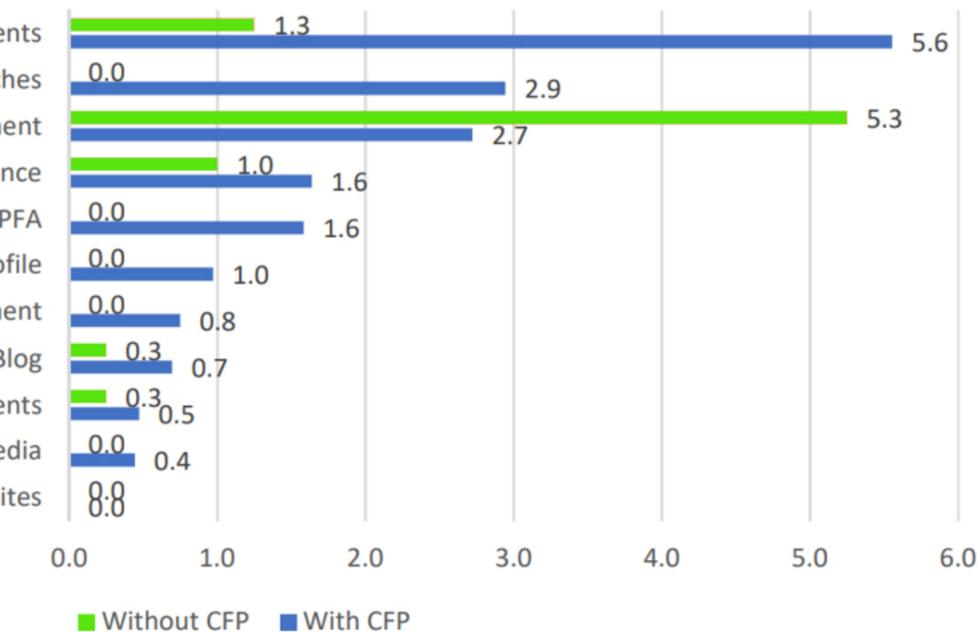


# Number of Clients by Year Advisors with 0-5 Years Experience





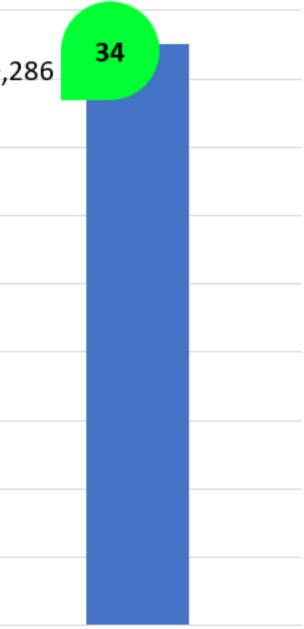
## Source of New Clients CFP vs Non CFP



Referrals from existing clients Online/Google searches Networking and general business development Referrals from centers of influence NAPFA **XYPN Find An Advisor Profile Online advertisement** Blog Speeches, seminars, community events Social media Third-party Q&A sites

## Annual firm revenue, by year.

\$180,000				
<i>q</i> 100,000				
\$160,000				\$170,
\$140,000				
<b>, , , , , , , , , ,</b>				
\$120,000				
\$100,000				
\$80,000			17	
<i>900,000</i>			\$70,364	
\$60,000				
\$40,000		\$27,974 <b>15</b>		
	5	<i>\\</i>		
\$20,000	\$4,810			
\$0				
ψŪ	2014	2015	2016	
		Annual firm revenu	ie, by year. 📃 Nun	nber of



### 2017

### clients



Figure 22



