



Q3 2023

PROSPERO WEALTH
QUARTERLY
LETTER

NOVEMBER 8, 2023

Q3 2023 LETTER FROM PROSPERO WEALTH

GROWING THE PRACTICE WHILE IMPROVING THE CLIENT EXPERIENCE

We spend most of our quarterly letters diving into the quarterly investment performance and talking about our views on how we're positioning client portfolios. This quarter I'd like to do something a little different and share our plans to grow Prospero Wealth *while* improving your client experience.

Those of you who have been with us for years have experienced the evolution of Prospero Wealth and the many changes we've gone through. Tech changes, custodian changes, product offering changes... thank you for your grace and flexibility. You guys have been amazing and we work hard every day to reflect that love back. As always, our goal is to use our growing scale and reinvest to continuously improve your client experience. Our practice is dependent on you.



Here are a few highlights for 2023 YTD:

- January: Suhas Joshi joined as an advisor
- January: We launched on Advyzo, a new client portal that helped us consolidate our relationship management system, performance reporting, fee billing, client portal, and trading software
- April: We launched with Holistiplan, a tax planning software that reads tax returns and identifies planning opportunities
- May: Suhas and I attended our first conference together in Vegas
- May: We added Nitrogen (formerly Riskalyze) to improve risk assessment and risk management
- July: We launched with Levitate, our new communications provider
- September: We added Wealth.com for estate planning document creation

The point here is that we are constantly reinvesting our growth back into our product offering. Expect that to continue.

THEMES OF THE FUTURE!

TECH WORKERS ADVISING TECH WORKERS

Suhas and I both worked in tech careers for 23 years prior to coming to Prospero Wealth. Since we come from tech careers, have a shared focus with that audience, and have a curated product offering specifically tailored to make those tech clients happy, we've been successful at attracting and retaining tech-adept clients.

We've also spent enough time working with tech clients to know that—given tools and mentorship—some of them would be outstanding advisors in their own right. We're looking for more of those folks to come and join us here. If you know any tech-workers looking to take back control of their calendar and build their own business, please send them our way. We expect to have more to announce here in the months ahead.

IT'S NOT ALL ABOUT THE ADVISORS...

Supporting a growing list of clients across multiple advisors is requiring us to be thoughtful about growing our non-advisory headcount as well. To that end, we are

excited to share with everyone that we've added Kate Schenk to the practice heading up operations and client experience.

This is Kate:



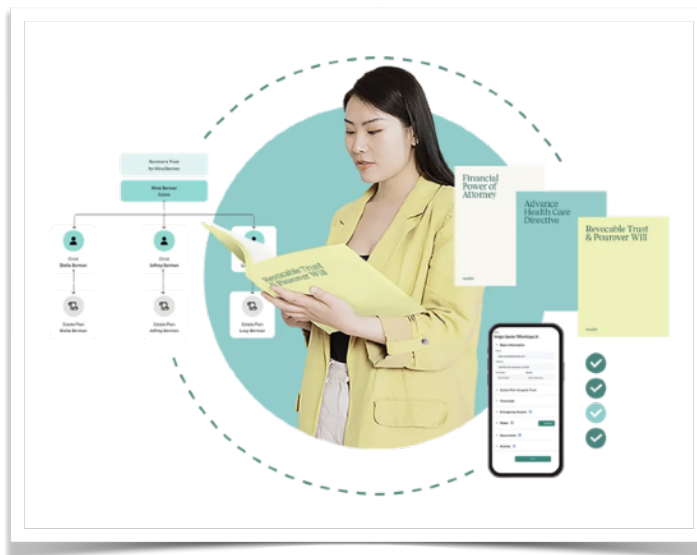
Kate was the director of Operations and Human Resources at my last startup (among several other hats she also wore). I was always impressed by her skills and her thoughtfulness, so she was top of my list when I went looking for somebody to take this role.

Kate is going to help us scale more effectively to a multi-advisor organization by focusing on the documentation and execution of our internal processes. The financial services industry has its fair share of regulatory requirements, so there is plenty to do.

Don't be surprised if you start hearing more from Kate as we go forward. Beyond just helping us scale up internally, she will also be leading the charge on helping us scale up our interactions with clients. Welcome Kate!

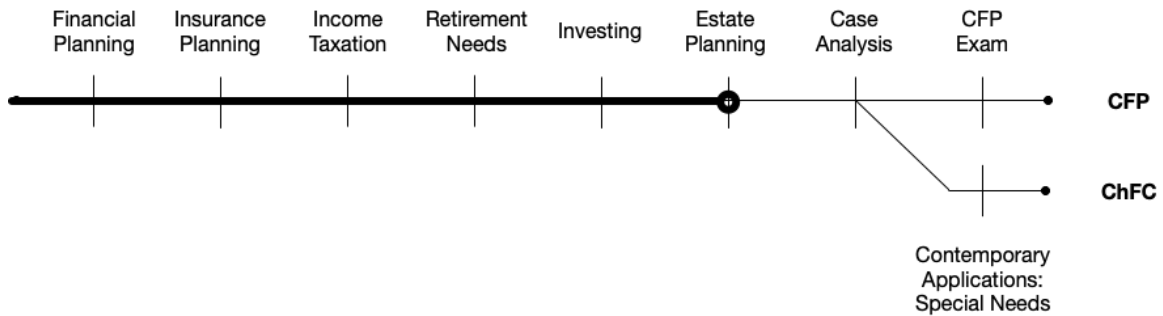
UPDATES AND NEW OFFERINGS

1. **Coming Soon! Our New Website** - A few months back, we contracted with a firm to build us an improved website. We were able to see the first draft of the actual site in the last couple of weeks and I am very excited to get this out there for all of you soon.
2. **New Estate Planning Software** - We're thrilled to now offer estate planning document creation with Wealth.com. We started our financial planning offering ~3.5 years ago but one persistent gap in the experience has been the need to refer our clients outside of Prospero Wealth for estate planning document creation. As important as the process is, the DIY options were too intimidating and the estate planning attorneys were overpriced and inconvenient for all but the highest net worth clients. We have finally closed that gaps with Wealth.com. This estate planning platform sits in a sweet spot where we think it's the right solution for most of our clients and it allows us to incorporate this important element of the planning experience. EVERYONE needs estate planning, even if it's just to preserve privacy and define what should happen and who should make decisions if you are medically incapacitated. Please reach out to us if this is something you'd like to explore.



3. **Certified Financial Planner (CFP) and Chartered Financial Consultant (ChFC) Designations** - I gave myself credit last quarter for starting the estate planning course. At this point I'm almost done and will take the exam in early December. That leaves only one more course prior to becoming eligible for the exam. With summer family travels set for next year, I am currently targeting the November 2024 CFP exam.

Certified Financial Planner (CFP) and Chartered Financial Consultant (ChFC) Curriculum



IN CONCLUSION

Every quarter I seem to get more excited about the future than I was the prior quarter. I'm not quite sure how much long that will continue until I explode, but I look forward to finding out.

Until next time,

Eric Franklin