

# Advisor Profile Sheet

Call Date: \_\_\_\_\_ Recruiter: \_\_\_\_\_ 2<sup>nd</sup> Call Date: \_\_\_\_\_

Lead Source/Email/Report: \_\_\_\_\_

Agent Name \_\_\_\_\_ Business Name \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Rank Importance:

Marketing/Lead Generation \_\_\_\_\_

Sales Process/Closing Ratios \_\_\_\_\_

Practice Mgmt./Operations \_\_\_\_\_

Yrs. in Business: \_\_\_\_ Yrs. in FIA Business: \_\_\_\_ # Clients: \_\_\_\_ Office: \_\_\_\_ # Staff: \_\_\_\_

## Licenses:

Life Only

6 or 7

65 (IAR or RIA)

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Other \_\_\_\_\_

**Total AUM:** \_\_\_\_\_ 2023 AUM Goal: \_\_\_\_\_ Custodian: \_\_\_\_\_

**RIA:** \_\_\_\_\_ Strengths: \_\_\_\_\_ Types of Investments: \_\_\_\_\_

**FIA Production** Last Year: \_\_\_\_\_ YTD: \_\_\_\_\_ 2023 FIA Goal: \_\_\_\_\_

**FMO's:** 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

Greatest Value: \_\_\_\_\_ Frustrations: \_\_\_\_\_

**Favorite FIA Carriers and Products:** 1) \_\_\_\_\_

2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_

## Current Marketing and Lead Systems:

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_

**Have a Business Coach or Mentor?** \_\_\_\_\_ Who? \_\_\_\_\_

## NEW MILLENNIUM GROUP

*Main notes: Call with Barry:*

Recently had an advisor leave the firm and take clients and advisors with him. Advisor is staying with AE. They issued cease and desist with other measures to stop advisor, but AE is not helping to stop the process. This advisor only does about 2-3 million and relatively small. They want to leave AE since they see this as an ethics issues on AE's part.

Run their own models, have discretion, use ETFs

Do all FIA's for annuities (~\$40 million) their "bread and butter" – Security Benefits, Pacific Life, Allianz are three biggest carriers.

Tiny portion in MYGA, some IUL.

Derek Overstreet is owner and in the process of retiring and they are working on a succession plan where Collyn and Tyler are taking over the firm.

They are younger in the business, more energy and want to grow the business substantially.

They have been at a 50/50 split with advisors but are moving more toward a 70/30 split after advisor(s) exiting.

One pain point is they bring in advisors and train, then advisors look to leave in 3-5 years and go out on their own. Would like to keep advisors long-term and keep part of company.

Asked about 401(k) business another line to expand.

Would like to grow to \$500 AUM.

Have 3-4 advisors who are top producers.

Derek had been looking into looking into private equity and those firms threw out multiples of 12x for acquisition/investment. He hasn't been that active in the business for a couple years. Tyler and Collyn believe they can figure out terms eventually for buyout, but PE put unrealistic numbers in his head.

Need Salesforce – main concern. Used Redtail before and don't want to use it again.

Use Fidelity as custodian and need a firm where they can use Fidelity.

Asked whether we have Medicare arm

401(k) support system, looking into that line of business

Website development, social media marketing are needs

Covered transition, onboarding and support for the process of moving to AA, SIS

Technology platforms for carriers to pull info / reports. Costs associated with technology, etc.

Have need for staff training, sales training, in-person events

If they use their models and place the trades – how does the process work, execution time?

Would like to know about alternative investments for HNW clients – hedge funds, option strategies. Capabilities, process, possibilities, etc?

*First Call Notes:*

They are currently with Advisors Excel. Do about \$40 million in annuities (FIA) and \$120 million AUM.

They want to leave Advisors Excel. Said they seem to have lost the personal touch and helping. They need Salesforce and Fidelity. Told them we have both.

Asked about Life Insurance, other lines. Not a big part of their business, do about 200-330k in life premiums.

Derek Overstreet is the CEO, Founder. Has a radio show in local market. Looks like they focus on retiree market, income.

Asked about our AUM fees, and what we might charge if they manage their own portfolios - said AE gives them a good deal.

*Apr 24 Email from Collyn and Tyler:*

We would definitely be the Level 4. I think the next step is to see if we can get the fees where we need them to be. Is there a way you could do .20 basis points on everything under 100 Million and 15 basis points on everything over?

Also, we would most likely be utilizing you for everything; Website creation, logo and branding, drip marketing campaigns, social media, digital advertising... etc...

CRM that we will be wanting to use is Salesforce so we would need to know how you can pull everything over from our current salesforce to the one that will be with you all.

Going back to our conversation on Friday, can we get the names of a few advisors and contact information for them that have recently left AE and came to your platform? I would love to get some feedback from them.

*Follow up Email from Barry:*

I spoke with Dave (David Scranton, CEO) and he's open to matching the pricing levels you listed with 2 small caveats:

1. He wants to see/learn about how you are managing the money from a compliance and marketing standpoint
2. He wants to meet you both personally to make sure it's a good fit for everyone (you would assess us as well).

Pretty easy stuff really so I would say green light on your request after 1 and 2 are met.

## **TEAM**



**Derek Overstreet**

**Founder/Investment Adviser Representative**

CRD: 6430904

NPN: 243624

I have been helping people with their financial needs for over twenty years. Born and raised in Draper, Utah, I left in 1987 to pursue a career in the financial services industry in Chicago. In 1999 I moved back to Utah to spend more time with family, and founded New Millennium.

New Millennium primarily serves the needs of people 55 and older by helping them protect their wealth, reach their retirement and income planning goals, and ensure financial security for the future. As a financial planner, I am passionate about educating our clients as to smart, income-guaranteed investment options. I focus on conservative strategies and fixed-rate returns with maximum safety. I

believe that with the right information, people will feel comfortable and confident in making correct financial decisions for themselves.

For over two decades, I have been a financial advisor and insurance agent for prominent educators, successful business owners, attorneys and residents of the local community. Our agents and I at New Millennium are committed to spotlighting and solving financial problems, helping clients grow their wealth without loss of principle, and making up lost income, and we do that very well.



**Tyler Glazier**

Trading Operations  
Investment Advisor Representative  
CRD: 6905948



**Collyn Kirry**

Office Manager  
Investment Advisor Representative  
CRD: 7508390

## **Additional Advisors and Staff**

### **Myles Overstreet**

Investment Adviser Representative

### **Bryon Powell**

Investment Adviser Representative

### **Carisa Bertrand**

Investment Adviser Representative  
(St. George Office)

### **Seth Ford**

Investment Adviser Representative

### **Liam Elliott**

Associate Advisor

### **Tyler Miller**

Associate Advisor  
(St. George Office)

### **Remington Adams**

Associate Advisor  
(St. George Office)

### **Ashton Gray**

Client Relations

### **Liz Dille**

Client Relations

### **Angela Clawson**

Client Relations

### **Rachel Silva**

Client Relations

**Three Offices:**

**Sandy Office**

10050 South State Street  
Sandy, UT 84070

**St. George Office**

20 N Main Street Suite 310,  
St George, UT 84770

**Clearfield Office**

1436 Legend Hills Dr #105,  
Clearfield, UT 84015

**Article of Interest:**

## Local Financial Professional Derek Overstreet Receives Prestigious Sales Award

**UTAH** – Area Investment Adviser Representative and licensed insurance professional Derek Overstreet received a rare honor in January, when he was inducted into Advisors Excel’s Hall of Fame.

The ceremony took place during Advisors Excel’s 2018 World Series of Sales Awards Night in Orlando, Florida. To date, Overstreet is one of only 65 inductees out of nearly 1,000 financial professionals associated with the organization.

Overstreet met the qualifications for this prestigious sales award by doing more than \$100 million in cumulative annuity business with the organization — a target that is often a career-long goal for most producers.

*“A believer in power through information, Derek built his practice on helping people in his community look to retirement with confidence, rather than fear,”* Advisors Excel Co-Founder Cody Foster said at the induction. *“Although he’s grown his business almost tenfold since joining Advisors Excel, his passion for serving and willingness to learn from others ensures his success will only continue to grow.”*

A plaque commemorating this significant achievement will hang in the Advisors Excel Hall of Fame located at the Advisors Excel headquarters in Topeka, Kansas.

### **About Derek Overstreet:**

Derek Overstreet is an Investment Adviser Representative, a licensed insurance professional and the president of New Millennium Group. For more than 28 years, he has been helping people work toward their retirement income goals, manage their wealth and feel more confident in their financial future.

Overstreet has passed the Series 65 securities exam and holds licenses for life insurance and annuities in Utah. He co-hosts the [“More Than Money”](#) weekly radio show and is the author of the recently published book “Stop Working and Start Living.”

For more information about Overstreet, or to schedule a time to discuss your financial future, contact New Millennium Group at 801.446.9950. By contacting Overstreet, you may be provided with information regarding the purchase of insurance and/or investment products.

### **About Advisors Excel**

Advisors Excel is an independent marketing organization (IMO) founded in 2005 by Cody Foster, David Callanan and Derek Thompson. Based in Topeka, Kansas, the company is independently owned and currently employs nearly 500 people. Advisors Excel helps independent insurance producers and financial advisors nationwide increase their annuity and life insurance business by providing access to proprietary products, unparalleled training, powerful marketing and lead generation support and a culture in which many of the nation’s top producers can continually refine their skills to better serve their valued clients. Advisors Excel is one of the



fastest-growing IMO's ever — growing from \$45 million in first-year sales to more than \$5 billion in annuity business in 2017.