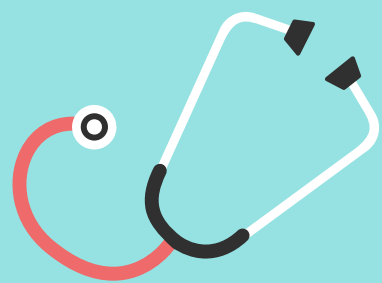


THE IMPETUS ADVANTAGE



ADVISORS LOVE ONLINE TOUCHPOINTS!

When asked for feedback on our clients' online touchpoints and the Impetus InSite Platform®, 99% of advisors* reported positive experiences!



What advisors who use the Impetus InSite Platform® appreciate the most:



BEING ABLE TO SHARE BEST PRACTICES AND READ, REVIEW, AND DISCUSS THE LATEST DATA WITH COLLEAGUES ACROSS THE COUNTRY (OR WORLD)

This is the most common advisor feedback Impetus receives! Advisors frequently mention that the online touchpoints are very helpful for reflecting on and improving their own practice, and that they enjoy reading recent and relevant studies provided by our clients.



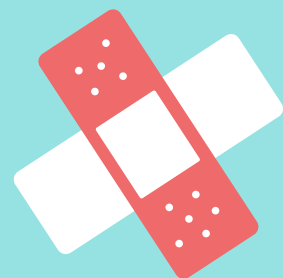
THE FLEXIBILITY AND CONVENIENCE OF THE ONLINE TOUCHPOINTS

The advisors love being able to complete each touchpoint on their own time, at home or in their office between appointments, without the need to travel to face-to-face meetings. This is particularly appreciated by advisors living in rural areas and those with busy work schedules and families.



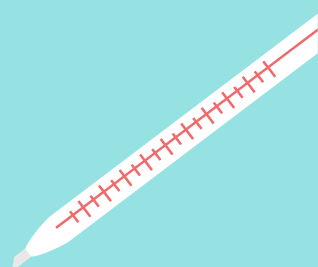
THE FACT THAT EVERYONE GETS A SAY

In many in-person meetings, 2 or 3 advisors often end up doing most of the talking. In virtual advisory boards, everybody can express their thoughts and reply to their colleagues' comments.



THE EASE OF USE AND EFFECTIVENESS OF THE ONLINE PLATFORM

The Impetus InSite Platform® is intuitive, easy to use, and easy to navigate, even for non-tech savvy advisors!



We are the online advisory board experts

To find out more about Impetus Digital, visit our website at www.impetusdigital.com, follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#) or book a demo at meetwithimpetus.com.

*Out of 100 consecutive advisors leaving anonymous feedback on the online touchpoints and/or the Impetus InSite Platform® in English (December 2018).