RESURGENT
ADVISORS

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RESURGENT ADVISORS

CONTENTS

ABOUT RESURGENT

Resurgent Advisors is an entrepreneurial RIA focused on the Southeast.

We have a partnership culture with widespread equity ownership.

Our strategy is to grow by maximizing the success of each advisor and by acquiring successful independent financial advisory firms.

Our goal is to drive growth in ways that increases our equity value and creates attractive returns for our partners.

We have the financial and human capital needed to accomplish this.

OUR CORE VALUES AND BELIEFS

Client Priority The well-being and satisfaction of our clients is always our highest priority. We respond to our clients' needs with a sense of urgency and diligence.

Our Promise We make commitments with care and deliver what we promise.

Teamwork and Collaboration We treat our clients, our colleagues and our business partners with respect, fairness and honesty.

We believe that teamwork and collaboration are essential to delivering the best client experience.

CURRENT OFFICE LOCATIONS

ATLANTA, GA
DANVILLE, KY
CHAPEL HILL, NC
GREENVILLE, NC
WILMINGTON, NC
NASHVILLE, TN

RESURGENT'S STRATEGIC OPPORTUNITY

INDEPENDENT RIA FIRMS:	13,500
RIA FIRMS WITH LESS THAN $100MM AUM:	8,500
AVERAGE AGE OF RIA OWNERS:	64 YEARS OLD
RIA ACQUISITIONS IN 2023:	251

INDUSTRY CONSOLIDATION

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CONSOLIDATION DRIVERS

- TRANSITION WITH MONETIZATION
- SUCCESSION PLANNING
- OFFLOAD ADMINISTRATIVE TASKS FOR GREATER CLIENT FOCUS
- THE DESIRE FOR ACCELERATED GROWTH
- SCALE FOR TECHNOLOGY, COMPLIANCE, & CAPITAL

RESURGENT'S GEOGRAPHIC MARKET

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Ranking	Economy	(millions of US dollars)
1	United States	27,360,935
2	China	17,794,782
	Southeast U.S.	5,254,159
3	Germany	4,456,081
4	Japan	4,212,945
5	India	3,549,919
6	United Kingdom	3,340,032
7	France	3,030,904
8	Italy	2,254,851
9	Brazil	2,173,666
10	Canada	2,140,086

2022 GDP by State in Current Dollars		
Alabama	$	277,817,500
Florida	$	1,389,069,700
Georgia	$	755,697,900
Kentucky	$	260,304,100
Louisiana	$	281,429,300
Mississippi	$	138,739,700
North Carolina	$	730,072,400
South Carolina	$	295,880,500
Tennessee	$	475,755,100
Virginia	$	649,392,600
Total Southeast	$	5,254,158,800

Sources: World Bank, U. S. Dept. of Commerce, Bureau of Economic Analysis

RESURGENT'S OPPORTUNITIES IN OUR TARGET GEOGRAPHY

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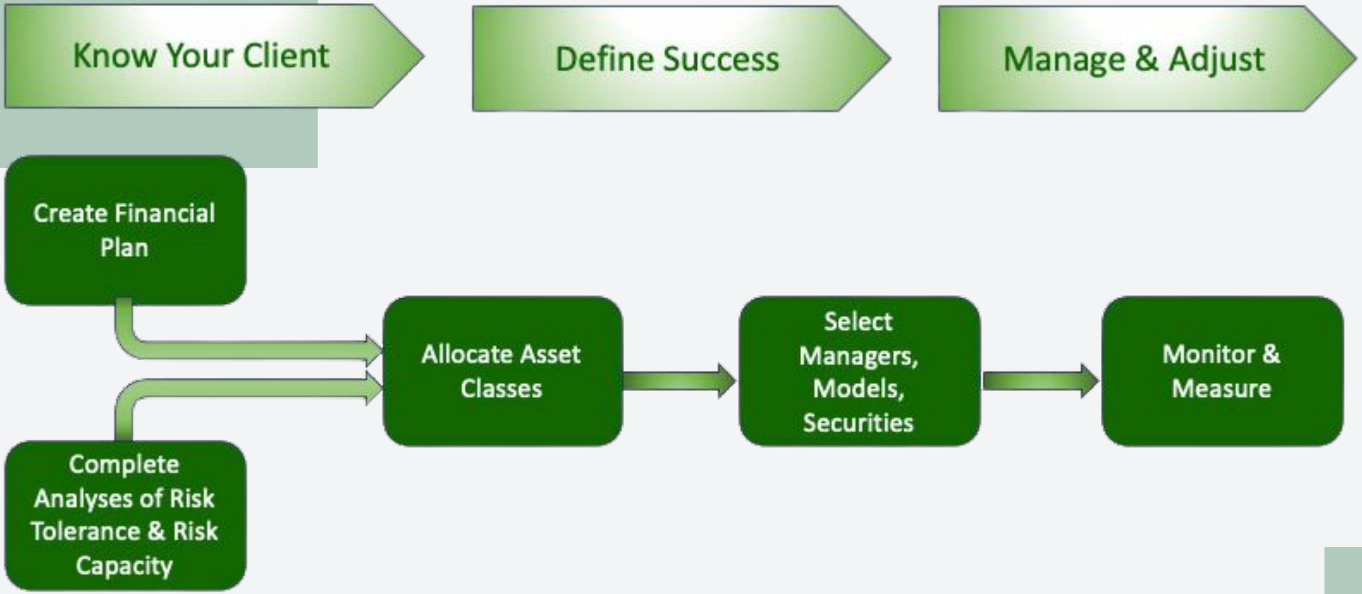
	Prospects by Rating		AUM by Rating	
	A	B	A	B
Alabama	29	9	$ 5,103,000,000	$ 1,184,000,000
Florida	20	12	$ 3,123,992,832	$ 1,645,249,772
Georgia	28	57	$ 4,159,789,360	$ 10,652,646,824
Kentucky	14	4	$ 3,363,000,000	$ 1,116,108,016
Mississippi	15	5	$ 3,157,913,712	$ 2,048,886,436
North Carolina	27	34	$ 4,162,683,916	$ 6,451,780,336
South Carolina	27	22	$ 4,555,606,348	$ 5,225,139,992
Tennessee	28	21	$ 5,168,279,868	$ 8,633,903,672
Totals	188	164	$ 32,794,266,036	$ 36,957,715,048

OUR APPROACH WITH CLIENTS



THE IMPORTANCE OF OUR TECHNOLOGY PARTNERSHIP WITH ORION & REDTAIL

REDTAIL CRM

REDTAIL SPEAK SMS SOLUTION, CLIENT PORTAL AND MOBILE APP

ORION RISK INTELLIGENCE FOR CLIENT RISK ASSESSMENT

ORION PLANNING FOR FINANCIAL PLANNING, PORTFOLIO BILLING, & REPORTING

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TECHNOLOGY PARTNERSHIPS WITH INDUSTRY LEADING PROVIDERS

wealth.com

Elements

INCOMELAB

MORNINGSTAR

holistiplan

PHILOSOPHY OF INDEPENDENCE

We seek advisors who are successful and have strong client relationships.

Advisors who know best to to manage those relationships and to generate results that meet each client's definition of success.

Resurgent's role is to provide access to investments, software tools, marketing expertise, and human resources they need to be successful.

Our Compliance team and Investment Committee provide the necessary guidelines and due diligence to protect clients, advisors, and the firm.

We never tell advisors how to manage their clients.

OUR VALUE:
WE HELP ADVISORS GROW ORGANICALLY

Marketing

We have expertise in:

- Digital Advertising
  Social Media
- Third-party Solicitors
- Referral Optimization
- Events
- Webinars

Time

We handle:

- Accounting
- Compliance
- Human Resources
- Operations Support
- Portfolio Billing
- Training

Practice Data

Each advisor gets a quarterly report with:

Growth in AUM
Account additions & departures
Portfolio & manager performance analysis
Expense management analysis

OUR VALUE: WE HELP ADVISORS GROW INORGANICALLY

Resurgent has the capital and expertise to:

- Recruit additional advisors to existing offices.
- Acquire additional independent firms and integrate them with existing offices.
- Structure internal succession partners with retiring advisors.
- Purchase books of business from retiring advisors at other independent firms.

OPERATIONS:
KEY SUCCESS FACTORS

Resurgent Financial Advisors has established a solid infrastructure comprised of internal and external resources to support advisors with:

- Operations issues
- Management of multiple custodians
- Portfolio Accounting & Billing
- Customized CRM workflows & reports
- A Compliance team with deep expertise
- A Human Resources officer with outside legal expertise
- Finance & Accounting capacity to manage leases, vendor payments, & insurance policies and to provide financial reports
- Marketing resources to help advisors as requested

RESURGENT ADVISORS

RESURGENT ADVISORS SUPPORT TEAM

Kip Caffey, Chief Executive Officer Former CEO of Cary Street Partners, Co-head of Corporate Finance Dept., The Robinson-Humphrey Company, Senior investment banker and partner at J. C. Bradford & Co., BA University of Virginia, MBA Harvard University

Regan Rayhab, Senior Vice President, Operations Senior operations manager, UBS Securities, Senior operations manager and partner, J. C. Bradford & Co., Over 40 years of operations and back-office experience

Kathy Decker, Senior Vice President & Chief Financial Officer Former Treasurer of Cox Enterprises, Former senior officer of Cox subsidiary, Manheim, 20 years in banking at First Union and predecessors

Lisa Valentine, Senior Vice President, Portfolio Information Independent database and portfolio accounting consultant, Portfolio operations manager, WealthTrust LLC, Operations specialist, J. C. Bradford & Co., Over 20 years of financial services experience

Blane Brooks, Senior Vice President, Advisor Support & Business Development Financial advisor, manager and partner, J. C. Bradford & Co., co-founder of StillPoint Advisors, Regional Director of Client Acquisition, Fisher Investments, Director of Advisor Support, FinTrust Capital Advisors.

Candy Chrisman, Vice President, Portfolio Information Over 30 years experience in financial services, including positions at regional bank trust departments Chief Compliance Officer and Head of Operations at Delta Asset Management.

Sarah Sutton, Chief Compliance Officer Senior consultant with Oyster Consulting. Previous experience includes senior positions with Morgan Keegan, Raymond James and First Horizon Advisors.

RESURGENT'S OUTSOURCING PARTNERS

OYSTER CONSULTING

THE RIA WORKS

SOCIAL ADVISORS

EVERSHEDS SUTHERLAND

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HOW RESURGENT DRIVES EQUITY VALUE

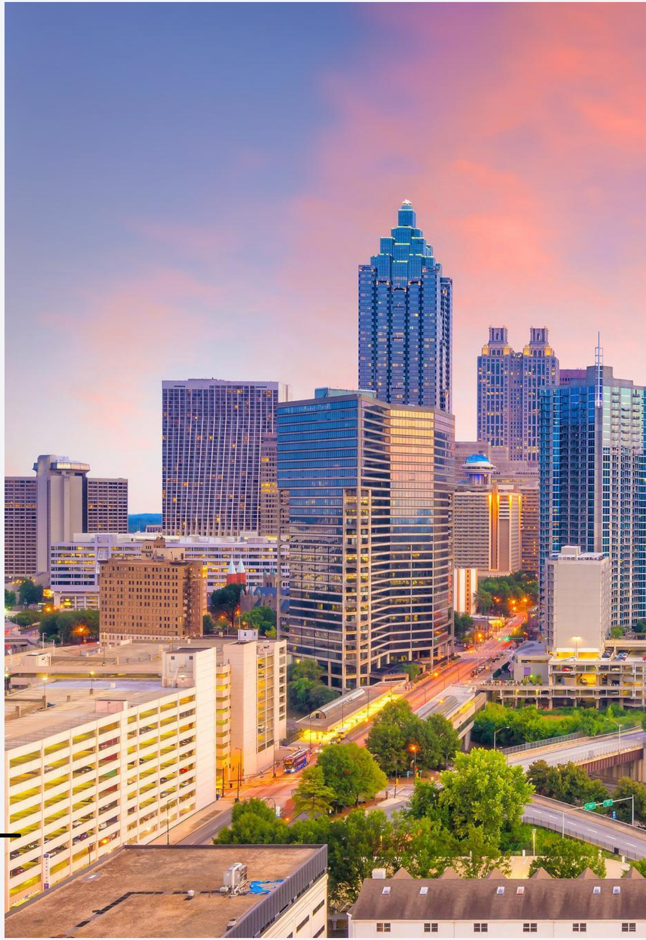
Partnership Economics

Partnership economics in a single-taxed entity can be very attractive.

Each partner is paid market compensation for his or her day-to-day responsibilities.

Separately, each partner is entitled to his or her pro rata share of any profit distributions at the end of the year.

Finally, partners benefit from appreciation in the value of their ownership units, which are valued by an outside firm annually.



DRIVING EQUITY VALUE

Equity value in the financial advisory business is based on the cash flow generated by the business.

We drive equity value by growing revenues and managing costs carefully, while providing a high level of support to our financial advisors.

Revenues grow organically when advisors add new clients and new assets from existing clients.

Revenues grow inorganically when we acquire additional financial advisory firms or add advisors.

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IS **RESURGENT FINANCIAL ADVISORS** THE RIGHT FIT FOR YOU?

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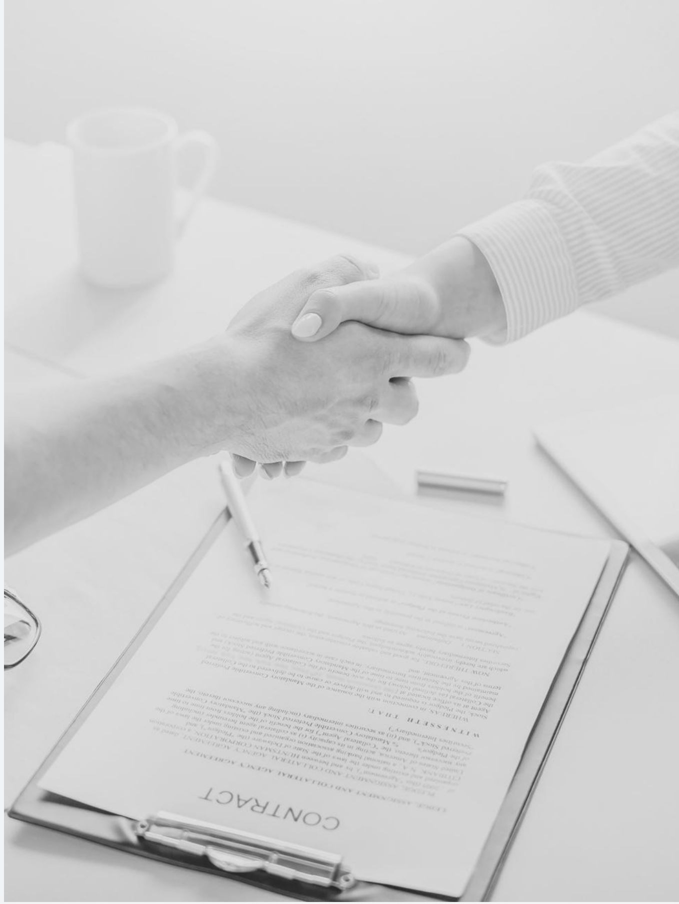
CONSIDERATIONS FOR A SELLER

What is the definition of a successful transaction?

- Trustworthy firm for our clients?
- Highest price to shareholders?
- Cultural fit?
- Strategy fit?
- Potential for continued value appreciation?
- Good place for next generation advisors?



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