

NETWORK MEMBER SERVICES INVITATION: 2018

First Affirmative Financial Network specializes in sustainable, responsible, impact investing (SRI). We support a nationwide network of investment professionals who work with clients to direct the flow of investment capital in positive, healthy, transformative ways — toward a truly sustainable future.

As a member of that community, we are pleased to offer you a unique package of benefits and resources designed to help you better serve the growing market of socially conscious investors. And we are delighted to be able to offer you these valuable resources at deeply discounted prices.

Two Levels of Membership Services are available, depending on your professional relationship with First Affirmative. If a meaningful portion of your business is focused on serving the unique needs of socially conscious individuals and/or institutional investors, one of our Member Services Packages is designed for you.

This invitation includes:

- An overview of membership benefits;
- Detailed benefit descriptions, including comparable direct pricing when applicable (*in italics*);
- Our expectations of network advisor Values and Conduct; and
- A Subscription Form with payment options.



Network advisors are expected to demonstrate certain standards of competence, experience, commitment, and professional conduct, as described in the attached description of “Values and Conduct of Network Members.” Membership may be rescinded if an advisor is found to be substantially in violation of these standards.

If, after reviewing this information, you have questions about 2018 benefits and pricing, please contact Danielle Burns at danielleburns@firstaffirmative.com or 317.804.9843. Danielle and the

rest of the First Affirmative team look forward to helping you maximize the value of your 2018 Membership Services Package.

2018 Membership Benefits ‘Quick View’

Selling Members: \$1,015 (single payment; **\$1,115** after January 31, 2018)

Selling Members receive the following benefits:

Professional and Educational Benefits

- Quarterly Mutual Fund Due Diligence Summary
- Complimentary Admission to The SRI Conference
- Invitation to the Summit Camp (post-conference in 2018)
- Complimentary Access to Regional Investing for Impact Events
- Conference Incentive Plan (production bonus)
- Participation on network intranet: TI (“Transformative Investing”)
- Access to Password Protected Areas of the First Affirmative Website
- Green Business Network Membership
- US SIF Membership (optional)

Marketing Support

- Prospective Investor Leads
- “Find An Advisor” Listing
- Professional Profile on the First Affirmative Website
- Permission to Identify and Promote as ‘Member’ of First Affirmative Financial Network
- Marketing Materials
- Use of First Affirmative Marketing Display Banner

Publications

- Quarterly Newsletter: *Affirmative Impact*
- Quarterly *Market Commentary*
- Quarterly *Economic Commentary*
- *Financial Advisor Magazine*
- Bob Veres’ *Inside Information*
- *GreenMoney Journal*
- *The Nation*

Online Tools and Services

- IW Social Advisor
- ISS Proxy Exchange Database of Proxy Issues, Meetings, and Votes

Special Business Services (optional)

- Discount access to fi360 Platinum Toolkit (optional)
- Discounted License for...
 - MoneyGuidePro (optional)
 - Goalgami Pro (optional)
 - WealthTrace (optional)
 - FP Transitions Practice Valuation (optional)
 - Succession Resource Group (optional)

Investment Advisor Representatives: \$1,895 (single payment; **\$1,995** after January 31, 2018)

This level of membership is available to advisors identified on First Affirmative’s ADV, who work under the First Affirmative RIA, where First Affirmative is responsible for compliance and supervision. IARs must earn and maintain an AIF® designation, or the equivalent. IARs receive all of the Selling Member benefits plus these ADDITIONAL BENEFITS:

Professional and Educational Benefits

- Annual AIF Designation Fee Paid
- US SIF Listing as “Investment Advisor Representative, First Affirmative Financial Network”

Marketing Support

- Use of First Affirmative Logo

Special Business Services

- State Registrations, as applicable
- E&O Insurance
- Business Cards
- Stationary and Envelope Templates
- Social Media Package
- Salesforce Communities (optional)

Selling Member Benefits: \$1,015 (single payment; \$1,115 after January 31, 2018)

Selling Members can place client assets under management with First Affirmative under a Selling Agreement or Solicitor's Agreement between First Affirmative and the advisor's RIA firm. Selling Members receive all of the following benefits and can access all of the following resources:

Professional and Educational Benefits

Community of Investment Professionals Just Like You. Plug into the rapidly growing community of like-minded investment professionals who are helping clients make money and have a positive impact with their money—at the same time. This package of resources, the regional Investing *for Impact* events, The SRI Conference, and the pre-conference Summit Camp are designed to create and enhance the value of this community.

Due Diligence Reports. Summary information and analysis on most of the responsibly invested mutual funds with expertise integrating ESG factors into the investment process delivered quarterly.

The SRI Conference. Complimentary registration to the premier conference for responsible investors and investment professionals in North America. Registration does not include travel and lodging. The 29th annual SRI Conference on Sustainable, Responsible, Impact Investing will be November 1-3, 2018 at The Broadmoor Hotel in Colorado Springs, CO. *The "early bird" registration rate for SRIC18 is \$995.* So, if you are planning to attend this conference, all of the rest of the benefits available to you through your Member Services benefits package are free! *As a network advisor, you can bring your staff, as well as your children, spouse/partner to the conference for the guest/meal registration rate of \$495 per person.*



First Affirmative Summit Camp, a Post-Conference Event in 2018. The Summit Camp program is designed exclusively for licensed investment professionals. The Summit Camp will follow The SRI Conference in 2018: November 3-5, 2018. There is no cost to network advisors to attend the Summit Camp, other than lodging.

Investing for Impact Events. Complimentary pass to any regional Investing *for Impact* event. These high value, information-rich events



offer cutting edge, real time information and insights advisors can use to grow their businesses. In 2018, events are planned for San Francisco (March), Denver, (April), and Boston (July). Registration for these regional events ranges from \$55 to \$95. To learn more visit: www.investingforimpact.com

Conference Incentive Reimbursement Plan. Based on assets under management with First Affirmative as of August 31, 2018, the Reimbursement Plan will provide producing advisors with a credit toward their hotel bill at The Broadmoor during The SRI Conference and the post-conference Summit Camp, ranging from \$150 to \$1,200. Incentives are only paid to cover expenses for advisors who attend The SRI Conference and/or the Summit Camp and stay at The Broadmoor Hotel.

Transformative Investing. Network members have access to our private, by invitation only, online communications platform for investment professionals, TransformativeInvesting.com (“TI”). Drawing on the wisdom of the entire network, TI facilitates collaboration, information sharing, and relevant discussions among network members. First Affirmative utilizes TI to disseminate important communications, providing easy access to updates from the Investment Committee, operations staff, and more. TI also provides for conversations between and among network advisors on a variety of timely topics. Establish your presence on TI with a personal profile, photo, and even your own blog!

Access to Password Protected Areas of the First Affirmative Website. Online tools, marketing materials, articles, newsletters, forms, and “Professional Use Only” information.

Green Business Network Membership. Green Business Network (<http://www.greenbusinessnetwork.org>) benefits include a listing in the National Green Pages —both hard copy and online— a 10% exhibitor discount at Green Festivals, opportunities to promote your services to Green America’s 150,000+ members through Green America resources, and access to educational and networking session for green business and financial services providers committed to impact investing. *Value: \$130.*



US SIF Membership (optional). US SIF: the Forum for Sustainable and Responsible Investing (www.ussif.org) is the national non-profit membership association for SRI/ESG industry professionals and



organizations in the United States. ***The add-on cost of this optional membership benefit is a discounted \$565 for calendar year 2018.***

Marketing Support

Investor Leads. Investor leads from national advertising, social media, website, etc. are distributed to network members based on the volume of business placed with First Affirmative, demonstrated desire to do lead follow-up, and geographic proximity to the prospective client.

Website Listing. Prospective clients can search for you geographically or by name through the “Find An Advisor” area of the First Affirmative website. Your listing includes your email address and telephone number, allowing prospective investors to contact you directly and immediately.

Professional Profile. Tell prospects about your background, practice, and approach to working with clients, and provide links to your own website. Your Profile is posted on the First Affirmative website where prospective investors can search by region and learn about your skills and style.



Marketing Materials and Display Banners. Use First Affirmative’s marketing materials and display banners for conferences, fairs, exhibits, and events. We will ship a set to you upon request; you pay return shipping costs. First come, first served.

Publications

First Affirmative Publications. Selling members may receive up to 50 paper copies of First Affirmative’s quarterly publications, *Affirmative Impact*, *Market Commentary*, and *Economic Commentary* for marketing and other purposes; and complimentary copies of *Shareowner Advocacy Updates* and *Deeper Thinking*, each issue of which takes a closer look at certain issues of interest to responsible investors, such as Shareowner Advocacy and Community Impact Investing. All managed account clients receive copies of the most current First Affirmative publications with their quarterly reports. Additional hard copies (more than 50) are available at cost.

Financial Advisor. Financial Advisor Magazine delivers essential market information, sophisticated planning and investment strategies that advisors need



to succeed in an increasingly complex environment in both hard copy and online formats.

Inside Information. Your membership includes a subscription to Bob Veres' acclaimed newsletter, along with weekly emails with industry news summaries. *Normal subscription fee: \$349.*



GreenMoney Journal. GMJ celebrates 25 years of award-winning coverage of the SRI/ESG industry. Network Advisors enjoy a complimentary annual subscription. *Normal subscription fee: \$25.*



The Nation. Network members enjoy a complimentary subscription to the oldest continuously-published weekly magazine in the United States. Each issue of *The Nation* is devoted to politics and culture. *Value: \$160.*



Online Tools for Research and Analysis

IW Social Advisor. Rate and analyze a client's portfolio holdings based on their specific personal interests such as environment, board diversity, and military involvement. The IW Financial online corporate practices and screening platform streamlines the research process and covers over 3,500 companies in the United States, allowing for custom social criteria on a client-by-client basis, if desired. *This service is not available to advisors directly from IW Financial.*



ISS (Institutional Shareholder Services) Proxy Exchange Database. Network members enjoy read-only access to the ISS database of information and analysis of corporate governance and social responsibility shareholder resolutions. ISS provides proxy voting services covering securities held in First Affirmative fee-based accounts at Schwab Institutional and Folio Institutional. *This service is not available to advisors directly from ISS.*



fi360 Platinum Toolkit (optional). The Platinum Toolkit from fi360 includes mutual fund research, portfolio optimization tools, sample Investment Policy Statements, and other fiduciary training materials. Access to the fi360 Platinum Toolkit for an advisor is normally \$2,400 annually. *Network Members receive a 10% discount (price: \$2150) Investment professionals not affiliated with First Affirmative must be AIF (Accredited Investment Fiduciary) designees to access fi360 tools.*



Special Business Services

Discounted License to MoneyGuidePro (optional). Internet-based, client focused software for quick, easy and in-depth financial planning, retirement planning, and insurance needs analysis. Visit www.moneyguidepro.com/greeninvestmentcenter to learn more. *\$200 discount off normal annual fee of \$1,295.*

FP Transitions Membership and Discounts (optional). The nation's best known succession, valuation, and acquisition consulting firm for the financial services industry, FP Transitions provides investment



professionals with practice valuation, succession planning guidance, disaster planning solutions, partnership and group practice support, sales and acquisition tools, and a private label transition portal. *Discount: \$100 discount on \$1,195 Comprehensive Valuation services package. In addition, receive The Equity Management System at \$95/month, which includes the valuation along with continuity planning documents and a custom benchmarking report.*

Goalgami Pro (optional) was developed to meet the need of advisors looking for an alternative to the comprehensive 70-page financial plan by providing a streamlined process to profile clients and



generate modular one-page client-focused reports. It's designed for advisors who are looking for a quick assessment tool with concise output to augment quarterly/semi-annual/annual investment reviews. Goalgami Pro plans can be created in less than 10 minutes. *Network Advisors receive a 10% discount off the retail price, for a discounted rate of \$445 per year/per user.*

WealthTrace Retirement Planning Software (optional). Web-based (smart phones and tablets) financial planning software with an intuitive, easy-to-use interface. The simplicity of WealthTrace does not sacrifice



analytical power or inhibit other useful features like Monte Carlo and Insurance Analyses, Goals and/or Cash Flow-Based Planning, What-If and Asset Allocation Scenarios, Client Portal, Vary Cash Returns, Inflation Through Time, Interactive Charts, Custom Asset Class and Allocation Assumptions, and Control over Distributions/Withdrawals. *Discount: \$200 off the normal price of \$1,049 your first year.*

Succession Resource Group (SRG) is a boutique succession consulting firm that helps advisors value, grow, protect, and plan for the transition



of their business. SRG provides the most accurate and comprehensive valuations services, turnkey acquisition support, HR and employment/compensation research and resources, advisor death/disability plans, and personalized succession/exit strategies. The SRG team has more than 30 years of deal making expertise allowing clients to make fully informed decisions and get the deal right the first time. *SRG will provide network advisors access to their Financial Advisor Market Analysis at a 15% discount off regular prices.*

IAR Member Benefits: **\$1,895** (single payment; **\$1,995** after January 31, 2018)

Investment Advisor Representatives (IARs) of First Affirmative Financial Network, LLC are identified on First Affirmative's Form ADV filed with the SEC. First Affirmative is responsible for supervision and oversight of all IARs, as required of an SEC Registered Investment Advisor. IARs have chosen to work under First Affirmative's RIA rather than their own, or that of another firm. A First Affirmative IAR must be qualified as an Accredited Investment Fiduciary™ (AIF) or equivalent.

First Affirmative IARs receive all of the Selling Level Membership benefits described above, PLUS the following:

Professional and Educational Benefits

AIF Renewal Fee. First Affirmative covers the annual cost of renewing your Accredited Investment Fiduciary (AIF) designation. *Annual fee: \$325.*

Membership ID. For your US SIF Directory listing and other purposes, you will be listed as "Investment Advisor Representative, First Affirmative Financial Network."

Marketing Support

First Affirmative Logos. IARs may use the First Affirmative logo in materials and advertising. Use of the First Affirmative logo must be pre-approved by both Business Development and Compliance.

Special Business Services

State Registrations and E&O Insurance. First Affirmative takes responsibility for IAR state registrations, as applicable, and carries errors and omissions coverage sufficient to cover all First Affirmative supervised business.

Business Cards and Stationery Templates. First Affirmative will provide IARs with 500 business cards annually, as needed. First Affirmative also provides templates for letterhead and envelopes that coordinate with your business cards and with other First Affirmative materials. Setup and printing costs for letterhead and envelopes are at the IAR's expense.



Social Media Package. First Affirmative provides monitoring, supervision, and archiving of social media accounts for IARs. To accomplish the necessary archiving and to manage the pre-approval process for any business related posts or conversations in which an IAR may engage via social media, First Affirmative has retained the services of Smarsh. Any post by a First Affirmative IAR to a social media site must be made through Smarsh.

Salesforce Communities (optional). Salesforce is the central element of the Technology Services Package. First Affirmative has embraced Salesforce as our central client relationship management (CRM) system and created a Partner Portal to facilitate direct access by network advisors. It's a web-based, cloud solution that allows you to manage your client relationships from anywhere you have an online connection. In each client file, you are able to track your calendar, log meetings, create tasks, store emails and documents. You are also able to track prospects, run reports, and easily follow all of your cases with First Affirmative. *The add-on cost of for Salesforce Communities is \$495.*

*We sincerely appreciate your friendship and your business. **Thank you!***