



## First Appointment Triage

|                             | Group 1                         | Group 2           | Group 3                 | Group 4        | Group 5                                |
|-----------------------------|---------------------------------|-------------------|-------------------------|----------------|----------------------------------------|
| Intermountain               | TW LH ZG                        | AA BW JM          | CS KS JB                | JK JS TS NC AA | AF KB TA TG<br>RG RE TL                |
| ARUP                        | LH                              | KB TS TA JS       | CS KS JB                | ZG NC AF       | AA JK TG RG<br>JM BW RE TW             |
| School District/City        | TW                              | TS TA JS          | CS KS JB                | NC AA AF JS    | KB JK TG ZG RG LH<br>JM BW RE          |
| Senior Benefits             | TW ZG                           | BW JM LH          | CS KS JB                | JK NC AA       | KB AF TS JS TA<br>TG RG RE             |
| Adobe                       | RE                              | ML                | CS KS JB                | JK NC AA       | KB AF TS JS TA TG ZG<br>RG LH JM BW TW |
| Menlo                       | ZG                              | ZC TL             |                         |                |                                        |
| YouTube Podcast<br>FC/RN/ZY | DJ to sort after<br>intro calls |                   |                         |                |                                        |
| Client                      | Client Requested<br>Advisor     | Advisor Mentioned | SRV of Referring Client |                |                                        |

## Checkbox Segmentations

|                    |                                                                                                    |
|--------------------|----------------------------------------------------------------------------------------------------|
| Connector          | Consistent client referrals                                                                        |
| Recruiting Partner | They help us recruit employees                                                                     |
| Employer Group     | We present to their companies                                                                      |
| Affluent Women     | Affluent women that should be invited to any future women focused events, are high net worth, etc. |
| Private Offerings  | We check the box when they are eligible for Private Offerings due to their net worth or income.    |

## Statuses

|                      |                                                                                                                                                                               |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Cold Lead            | Marketing lead - signed up for newsletter, downloaded a free resource, or attended a large event.                                                                             |
| Lead                 | No official first appointment was done. Ex: Cancelled their first appointment; quick phone call or in-person intro happened; connection that will eventually become a client. |
| Lead No Contact      | Reached out but was not able to make contact                                                                                                                                  |
| Lead Not Won         | Reached out, was able to contact, but did not want to schedule with us                                                                                                        |
| Prospect             | We are still actively meeting with them.                                                                                                                                      |
| Prospect Not Won     | Met with them, but they did not move forward with opening accounts                                                                                                            |
| Long-Term Prospect   | Met with them, they want to move forward but we cannot move their funds yet.                                                                                                  |
| Client               | Has accounts open with us                                                                                                                                                     |
| Onboarding           | In the process of opening accounts/moving money                                                                                                                               |
| Professional Contact | Network Partners, CPA, Attorneys, Etc.                                                                                                                                        |

## Segment Status Guide

| Segment | Status                                                                       | AUM           |
|---------|------------------------------------------------------------------------------|---------------|
| H       | Leads, Prospects & Clients                                                   | \$6M+         |
| A+      | Leads, Prospects & Clients                                                   | \$3M-\$6M     |
| A       | Leads, Prospects & Clients                                                   | \$1M-\$3M     |
| B       | Leads, Prospects & Clients                                                   | \$500k-\$1M   |
| C       | Leads & Prospects                                                            | \$250k-\$500k |
|         | Clients                                                                      | \$0-\$500k    |
| D       | Leads                                                                        | \$0-\$250k    |
|         | Clients                                                                      | Annuity Only  |
| E       | Left Us/Exited or Passed Away                                                |               |
| X       | Filters them out from sales dashboards. Waiting for Lead to reach out to us. |               |

## Senior Benefits Codes

|    |                                                                  |
|----|------------------------------------------------------------------|
| SB | General presentation opportunities we got from their connections |
| S1 | Trenton Olson                                                    |
| S2 | Matt Gibson                                                      |
| S3 | Brent Katter                                                     |
| S4 | Chandler Olson                                                   |
| S5 | Phillip Pay                                                      |
| S6 |                                                                  |
| S7 | Erik Soderberg                                                   |
| S8 | Lori Nixon                                                       |
| B1 | Daela Taoalii-Higgs (pronounced Day-la)                          |
| B2 | Freddy Espinoza                                                  |
| 9D | 90 Days from Retirement                                          |
| S9 | All other operations                                             |

## Segment Status Guide

| Status               | Segment        |
|----------------------|----------------|
| Cold Lead            | H A+ A B C X   |
| Lead                 | H A+ A B C X   |
| Lead No Contact      | H A+ A B C     |
| Lead Not Won         | H A+ A B C     |
| Prospect             | H A+ A B C     |
| Prospect Not Won     | H A+ A B C D   |
| Long-Term Prospect   | H A+ A B C     |
| Client               | H A+ A B C D E |
| Onboarding           |                |
| Professional Contact |                |

## Capita Financial Services

Address -  
14658 S Bangerter Pkwy, Ste 300 Draper, UT 84020

Phone - 801-566-5058

Fax - 801-566-5058

## Advisor Coverage

Blood Orange: Rinar, Tyson L., Tyler W., Carson (Bradyn first coverage for RE/TL)

Deep Blue: Tim, Zach G., Laura, Rich (Danielle first coverage for TG/ZG)  
(Tia first coverage for LH/RG)

Sky Blue: Bart, Jayson, Joe, Katie (Melanie first coverage for BW/JM)

Sun: Tyler S, Josh, Tanner, Al

Smoke: Andrew, Nate, Kim, Jordan

## Other Referral Codes

|    |                                                                      |
|----|----------------------------------------------------------------------|
| RD | Rustin Diehl                                                         |
| R1 | Klea Harris                                                          |
| RC | Rick Clayton                                                         |
| LI | Lindsay Hadley                                                       |
| GL | Non-IHC from Greg Lyle                                               |
| GI | IHC from Greg Lyle                                                   |
| KA | Katrina Bourne                                                       |
| CF | Capita Financial                                                     |
| SA | Smart Asset                                                          |
| MO | Menlo<br>*MO SRC always includes LI Shared SRC                       |
| CW | Curated Wealth/Susan Moffat<br>*CW SRC always includes LI Shared SRC |
| ST | Sam Taggart<br>*ST SRC always includes LI Shared SRC                 |
| FC | The Financial Call                                                   |
| RN | The Retirement Nerds                                                 |
| NW | Nerd Wallet                                                          |
| BS | Braiden Shaw                                                         |
| ZY | Zacc Youtube - Money Education                                       |
| RR | Return & Rise                                                        |

## Advisor's Manager Guide

| Scott   | Todd    |
|---------|---------|
| Alison  | Andrew  |
| Jordan  | Bart    |
| Josh    | Carson  |
| Laura   | Joe     |
| Tanner  | Jayson  |
| Tim     | Katie   |
| Tyler S | Kim     |
| Zach    | Nate    |
|         | Rich    |
|         | Rinar   |
|         | Tyler W |
|         | Tyson   |

| Internal Emails        |                                     | Type                 |
|------------------------|-------------------------------------|----------------------|
| All Capita             | capitateam@capitamail.com           | Internal group only  |
| Capita Advisors        | advisors@capitamail.com             | Internal group only  |
| Executive Team         | exec@capitamail.com                 | Internal group only  |
| Partners               | partners@capitamail.com             | Internal group only  |
| Operations             | operations@capitamail.com           | Separate Gmail Inbox |
| Support Staff          | supportstaff@capitamail.com         | Internal group only  |
| Financial Services     | financialservices@capitamail.com    | Separate Gmail Inbox |
| Marketing              | marketing@capitamail.com            | Separate Gmail Inbox |
| IT                     | tech@capitamail.com                 | Separate Gmail Inbox |
| Human Resources        | hr@capitamail.com                   | Separate Gmail Inbox |
| Support Staff Managers | supportstaffmanagers@capitamail.com | Internal group only  |
| Service                | service@capitamail.com              | Separate Gmail Inbox |
| Advice Department      | advicedepartment@capitamail.com     | Internal group only  |
| Compliance             | compliance@capitamail.com           | Separate Gmail Inbox |

| Rep Codes          | Capita | Fidelity<br>G Number | Schwab<br>Master Account | NIPR    | Allianz   |
|--------------------|--------|----------------------|--------------------------|---------|-----------|
| Michael Littledike | ML     | G39162584            | 0818-0545                | 8953040 | 741005486 |
| Tyler Williamson   | TW     | G39162600            | 0839-3463                |         | 741005619 |
| Zaccary Call       | ZC     | G39162590            | 0822-5943                |         |           |
| Bart Wagstaff      | BW     | G39162586            | 0819-0760                |         | 741005604 |
| Jayson McGinnis    | JM     | G39162594            | 0815-3709                |         | 741005611 |
| Zach Geertsen      | ZG     | G39219651            | 0827-4879                |         | 741005614 |
| Rinar Erickson     | RE     | G39162583            | 0843-4823                |         | 741005605 |
| Tyson Long         | TL     | G39219650            | 0824-8277                |         | 741005602 |
| Tim Gottfredson    | TG     | G39162596            | 0814-5308                |         | 741005601 |
| Laura Hadley       | LH     | G39162593            | 0820-4819                |         | 741005609 |
| Rich Gurr          | RG     | G39162591            | 0838-6845                |         |           |
| Joe Kent           | JK     | G39162599            | 0836-7126                |         | 741005617 |
| Tyler Schenk       | TS     | G39162598            | 0830-2985                |         | 741005626 |
| Joshua Scott       | JS     | G39162585            | 0838-5080                |         | 741005613 |
| Tanner Smith       | TA     | G39162597            | 0823-7230                |         | 741005622 |
| Alison Frasca      | AF     | G39162589            | 0843-7858                |         |           |
| Andrew Angerbauer  | AA     | G39162592            | 0878-8281                |         |           |
| Katie Brinkerhoff  | KB     | G39162588            | 0836-9857                |         |           |
| Nate Christensen   | NC     | G39162595            | 0801-5695                |         |           |
| Carson Strong      | CS     | G45952507            | 0842-7996                |         |           |
| Kim Solomon        | KS     | G46100282            | 0889-5183                |         |           |
| Jordan Brown       | JB     | G46100283            | 0833-8350                |         |           |
| PCRA Accounts      |        |                      | 0830-3716                |         |           |