CAPITA
FINANCIAL NETWORK

ADVISORS

Capita Phone List

Company	Number	Notes
Allianz	800-950-7372	Option 3 #6771
American Equity	888-221-1234	0136575, 0175059
Great American	800-854-3649	M: SP41111
Schwab	866-468-7562	IG 17 Team
Greg Lyle	801-663-6406	
Fidelity 401k	800-835-5097	
Trowe 401k	800-922-9945	
Delta Pension	800-693-3582	
Senior Benefits	801-523-6081	
Trade Desk	385-375-8881	
Genworth	800-221-9501	
Athene	888-266-8489	Mike's Rep Code: TGS1M
LDS Church Donations	801-240-2554	

Charles Schwab Addresses

OVERNIGHT MAIL

1945 Northwestern Drive El Paso, Texas 79912

REGULAR MAIL

P.O. Box 982603 El Paso, Texas 79998

Fidelity Overnight Address:

FIDELITY INVESTMENTS

100 Crosby Parkway, Mail Zone KC1J Covington, KY 41015

Townsquare Info

Tradedesk Phone	385 375-8881
Tradedesk Email	tradedesk@orion.com
Townsquare Phone	385-375-8650
Townsquare Service Email	solutions@townsquarecapital.com

Exhibit

Model Exclusion Legacy Positions	Keeping positions due to tax reasons, cost to liquidate, or lack of liquidity. Advisor is managing and client is looking to us to make those decisions.
Model Exclusion Client Positions	Client wants to keep these positions and advisor will rely on client directions as to when to buy or sell.
Model Exclusion Allocations	This sleeve may hold approved individual ETFs or a recommended money market mutual fund. Please note that an Allocation Addendum is required only for ETF recommendations and is not necessary for money market mutual funds.
TBD	We do not have a plan or we do not know what is currently in the account and may not know the total $$$ amount.("Pending Allocation" in Orion)
Complete exhibit with sleeves for NQ account but you need to review cost basis.	Make sure the "permission to liquidate" box is checked "NO" and make a note in the communication box "Advisor needs to review cost basis"

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	

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 Clients	$250k-$500k $0-$500k
D	Leads Clients	$0-$250k Annuity Only
E		Left Us/Exited or Passed Away
X	Filters them out from sales dashboards. Waiting for Lead to reach out to us.	

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 eligable for Private Offerings due to their net worth or income.

Capita Financial Services

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

Phone - 801-566-5058

Fax - 801-566-5058

Mike's Info

Last 4 SSN	6771
DOB	10/16/1982

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	

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.

Internal Emails

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