CAPITA FINANCIAL NETWORK

SUPPORT STAFF

First Appointment Triage

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

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 *MO SRC always includes LI Shared SRC
CW	Curated Wealth/Susan Moffat *CW SRC always includes LI Shared SRC
ST	Sam Taggart *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

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

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 Taeoalii-Higgs (pronounced Day-la)
B2	Freddy Espinoza
9D	90 Days from Retirement
S9	All other operations

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

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	

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.

Capita Financial Services

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

Phone - 801-566-5058

Fax - 801-566-5058

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

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

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 G Number	Schwab 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 McGinnnis	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		