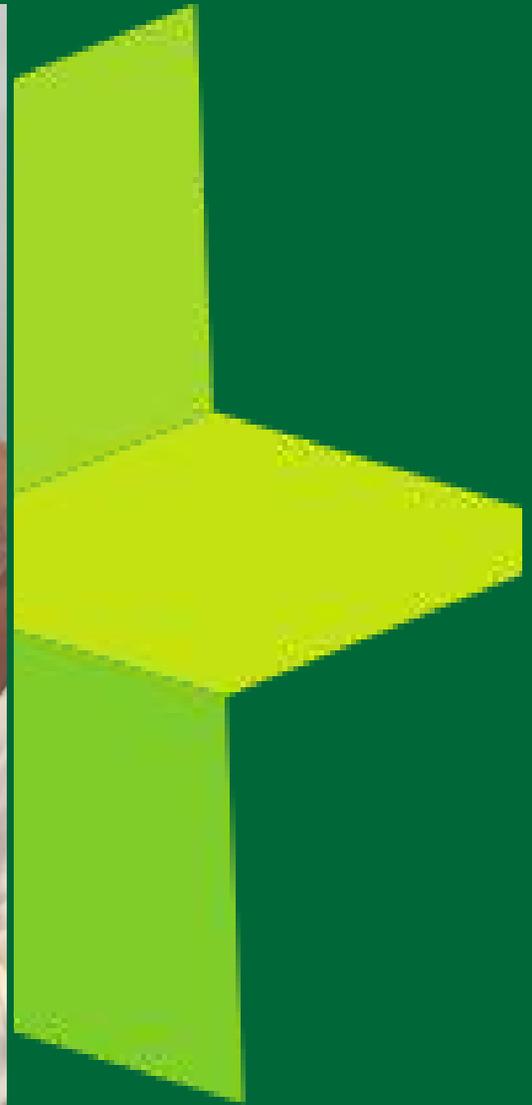


Core Group

2021 VIVID VISION



This is my Vision for Core Group as of December 31, 2021. It is my intention to create a clear vision of what this looks like so that YOU can make it happen. So it is not really "my" vision, rather what I see as our potential. This vision is ours. I've written in the future, as it will be on December 31, 2021.

When I was a child, my family had a small business that provided many awesome memories. Unfortunately, the S&L crisis of the 80's caused everyone in my family to go bankrupt. When I started Core in 1997, I didn't know much other than I wanted to help business owners, and knew that I could.

Over time, I realized my "Why", my purpose. It is to enhance business owner's lives. I learned that my family's situation didn't have to end the way it did. It is possible to have a profitable, sustainable business.

I want to help more business owners fulfill that dream. To create more jobs to support even more families. To provide all of the various goods and services that drive America.

So why should you care about this? This is the direction our "bus" is going. If you like the vision, then this is your bus! If your passion is helping business owners then this is the place for you!

This vision is not about just getting bigger for the sake of getting bigger. This Vision is about helping more business owners, their employees, their families, and their communities.

I hope that you share this Vision with everyone, clients, vendors, and family. The more we share it, the more real it becomes. Thank you for letting me share it with you!

To Our Continued Success,

A handwritten signature in black ink, appearing to read "C. Brim". The signature is fluid and cursive, with a large, stylized initial "C" and a long, sweeping underline.

Christian Brim

CULTURE

"Culture Eats Strategy for Breakfast"

Our Values are Clear and Pervasive. We **Do What it Takes** for clients and fellow Troopers. We **Adapt** to the changing business environment of our clients. We **Listen** to *understand* our clients and others. And we always do it in a **Friendly and Fulfilled** way.

We hire and recognize our Troop based upon our values. We use values screening not only for new Troopers, but to determine if we want to do business with a client or vendor.

Our values are sacred to us, and we do not tolerate anyone who does not share them. We quickly acknowledge when we have failed to live our values, and immediately work to correct it.

TROOP

Our Core Passion is enhancing the lives of our Troop. Helping our Troopers live Epic lives inspires them to enhance the lives of our clients.

We've grown our Troop because of our expanded marketing, but because of the increased efficiency of The Core Process, we've not had to add as many new faces.

Hiring the Right people and putting them in the Right seat is our *strategic advantage*. Right people is defined as those that consistently exhibit our values. Right seat means that Troopers have the skills, knowledge, experience, and God given talent to perform their roles and responsibilities. Everyone has a seat on the accountability chart, and Gets, Wants, and has the Capacity to execute on their 3 to 5 roles and responsibilities.

Human Resources has been elevated to the Leadership Team because of its strategic importance. We are continually looking for future Troopers that share our Passion and Values.



OUR CLIENTS

Our Core Passion is Enhancing the Lives of our clients. We have expanded our market nationally to deliver our service virtually to 500 businesses. We exclusively work with small businesses who want to **lower taxes through better planning**. We do this with The Core Process, which consists of our Tax Planning Service and a financial process.

Businesses need a better *financial* process in order to deliver better planning .

Although they don't see much real value in the process, the two are inseparable.

To ensure that we are meeting our promise to clients, we measure and track metrics regarding No Surprises and Real Relationships.

Our Promise to Clients

- **No Surprises**
- **Real Relationships**

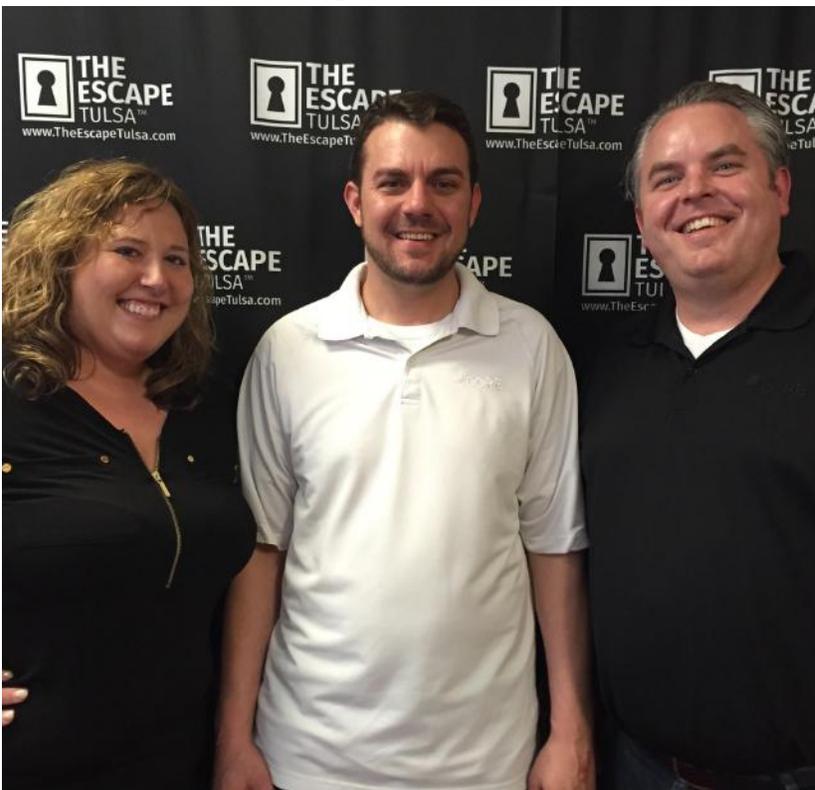
We don't work with businesses that don't use The Core Process

THE CORE PROCESS

Small business taxes are complicated and create a great deal of stress. Through **The Core Process**, we ensure that taxes are minimized and money is available to pay the tax. We provide feedback and adjustments on a quarterly cycle.

More importantly, we give control back to the business owner by giving them options to choose, always giving them at least 2 scenarios. This gives them feelings of understanding and being proactive in managing their taxes.

Our Core Process utilizes "bleeding" edge technology to eliminate the business owner's involvement. Using principles from **Profit First**, we automate as much as possible.



ANCILLARY SERVICES



PAYROLL

Payroll is an integral part of The Core Process and helps ensure accurate information, compliance, and tax planning.

We are leading the market in delivering on business's changing needs, including electronic onboarding and administration of employees.

Payroll works closely with Core Wealth in delivering our Tax Planning Service, including 401ks.

CORE WEALTH

Each client, whether they currently use our investment advisory services or not, has a dedicated Investment Advisor to work in delivering our Tax Planning Service.

We give them options that utilize tax advantaged accounts to minimize their taxes.

We have increased the percentage of clients using our Investment Advisory Services to 33%

PARTNERSHIPS

Through various partnerships we provide additional services to our clients, including:

- Insurance
- Legal
- Marketing
- Financial Capital
- Entrepreneurial Operating System

FINANCIAL

GROSS MARGIN

60%

We earn industry leading profitability with net income of 35% which we use to finance growth. We invest in marketing and additional Troopers. We will have \$1mm to invest for 2022 in these items generated from internal profits.

We have hired a part time Chief Financial Officer to help implement financial strategy.

PROFIT GENERATED TO FUND 2022 GROWTH

\$1MM

OF CLIENTS END OF YEAR

510



MARKETING

We continue to use Story Brand messaging in all of our marketing, telling the hero's story. The hero is the small business owner who believe they aren't receiving enough tax planning and paying too much in taxes. Core is their guide to help them achieve success, having options to lower their taxes.

We've increased our rate of growth for 2021, adding 210 clients, net. We will add 350 net clients in 2022. We have 2 full time sales people and are looking for someone to fill the Marketing box for the Leadership Team.

We market digitally using Search Engine Optimization and Paid Advertising. Our cost to acquire a client remains at \$2k. We market our services nationally, but focus our money on Oklahoma and Texas markets.

We have developed a clear brand around Core that is attracting like minded businesses. We are generating Public Relations internally by promoting our story, and those of our clients.

We give away a free portion of financial process to business owners. This allows us to lock in potential clients to use our Tax Planning Service.

