

LKS
Creative Counsel



Brochure

John Hancock[®]

FINANCIAL NETWORK



**Your Vision. Your Business.
Your Value.**

Build4Success | YOUR EQUITY AND SUCCESSION PLATFORM



BUILDING LASTING BUSINESS VALUE:

the benefit of equity and succession planning

You have a vision for the practice you're building, and you've worked hard to achieve it.

But you may not have considered how to profit from the value you are building. Or if you have, you may not have had the time or expertise to thoroughly implement your plan.

Through your affiliation with a regional firm aligned with John Hancock Financial Network, you'll have access to Build4Success, our four-stage equity and succession platform. It will help you value, protect, grow, and realize the business value you've created, while providing for the retention and continued support of the client relationships you've nurtured over time.

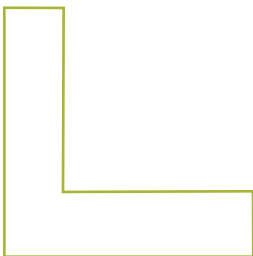
BUILD4SUCCESS SUPPORTS YOU AT EVERY STAGE OF YOUR CAREER.

Equity and succession planning can seem daunting:

- > How do you quantify the value of your practice?
- > What's the best way to enhance that value?
- > How do you find a successor whose philosophy and business approach matches yours?
- > Where will the financing for practice growth or transition come from?
- > How can you keep clients happy and ensure that everything goes smoothly?

John Hancock Financial Network's Build4Success platform offers clear strategies to guide you through every stage of equity and succession planning, from initial valuation to growth opportunities, from protecting your practice to implementation and transitioning.

Build4Success provides comprehensive resources and tools, including access to a unique, valuation tool developed through JHFN's strategic relationship with FP Transitions, the nation's leading provider of equity management valuation and succession planning for financial services professionals. Through our platform, you can be confident that you are doing what's best for yourself, your family, your practice, and your clients, no matter where you are in your career.



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Web Site



Watch JHFN financial professionals speak about their experiences.

- JHFN's Professionals [Why Affiliate With JHFN?](#)
- JHFN's Professionals [Do You Love Your Job?](#)
- JHFN's Professionals [A Client-Centered Model](#)

Build Your Own Success. You Have The Power.

Helping clients do what's right for them. Running your business the way that's right for you. Growing your own practice and benefiting from the value you build. Does this sound like the career you want to have? Then John Hancock Financial Network is the place for you.

As an entrepreneurial financial professional or financial advisor, you have your vision of success. With more than 300 registered offices across the United States representing a diverse range of unique practices and professionals, we have the business model, resources, and unwavering commitment to helping you realize that vision.

It begins with you and your association with a regional firm of financial professionals who are committed to their clients, community, and to helping you develop a unique and valuable business based on market opportunity and your vision of success. Here are just a few examples of the kinds of firms that make up the JHFN network.

Find the John Hancock Financial Network firm in your neighborhood.

You are a Financial Professional
You are an Individual Investor

Locate

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Where Do I Begin?

[An open product platform of industry leading investment, advisory, and protection platforms](#)

[A choice of affiliation options](#)

[Compensation, benefits, and recognition based on total sales from all products](#)

[A robust equity and succession platform](#)

[Branding flexibility](#)

Powerful Reasons to Build Your Financial Services Business With Us.

Is it time to take your business to a new level? Are you interested in expanding your offerings, but not getting the financial support, open product architecture, or resources you need? Are you looking for a company that will provide compliance, practice management, and back-office support so you can focus on what you do best?

If your answer to any of those questions is yes, consider bringing your practice to an independent regional firm of John Hancock Financial Network's national network. You'll find people **committed to clients and community**, with deep understanding of their market and a dedication to helping you succeed.

As a Financial Advisor or Professional, You'll Have the Power to:

- **Affiliate the way that makes sense for your business vision.**
Choose your affiliation model based on the level of independence and support you want—and, as your business evolves, your affiliation can change with it.
- **Brand the way that's best for you.**
Use the John Hancock Financial Network name, or your own unique business name.
- **Be recognized and rewarded for dedication and hard work.**
Through our ACE Elite top producer program.
- **Reap the benefits of the success you build.**
With our innovative equity and succession platform.
- **Take advantage of our open product platform.**
Including a comprehensive range of top-quality investment, advisory, and protection products from leading carriers to meet your clients' needs.
- **Resources to support your business growth.**
Including industry-leading technology, practice management, market development, training, and business support.

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