

MILLBROOK PARTNERS, LLC

Staff expenses are the single biggest driver of any wealth management firm's cost structure, often as high as 75% of a firm's total cost. A critical aspect of managing profitability is ensuring the right people are in the right roles and operate in an effective structure. Identifying, recruiting, and retaining the best staff is also at the heart of executing any sound strategy. Millbrook Partners often collaborates with J.H. McLaughlin & Co. to review staff design and the efficacy of the management structure as part of J.H. McLaughlin's broader strategy review. A properly designed and executed staff plan will create short-term operating leverage and result in immediate margin expansion. This review can also serve to help evaluate and shape any anticipated recruiting requirements.

Getting the right talent in place is integral to the success of any practice improvement or change initiative. We are often asked to help recruit key team members for clients, but we have a healthy respect for what it takes to execute a professional search for the best talent. There is real expertise involved in searching for top talent – and true search professionals add tremendous value in research, assessment, a disciplined process and negotiating a successful close. Mounting an effective search also requires a significant commitment of time, tenacity, continuity of effort and focus.

We have created what we believe is the best possible solution for our clients: an executive search partnership which provides expert execution for this critical area in complement with the network and industry knowledge of J. H. McLaughlin & Co.

We have selected Millbrook Partners as our strategic partner for several reasons:

- Our principal has worked directly with the firm's Managing Partner, Robert Whaley, for many years. He is a distinguished professional who brings insightful thinking about talent and the highest professional standards and integrity.
- Millbrook Partners pursues a rigorous and disciplined search process that has proven to consistently develop the best candidates.
- Robert and his team can effectively position a firm in the market and attract the best talent by advocating knowledgeably for their clients.
- Our relationship with Millbrook Partners is based on mutual trust and respect which enables our partnership to work seamlessly.

More detailed information on Millbrook Partners can be found at www.millbrookpartners.com