*Subject Line: Your 2024 Summit Schedule is Live*

Hi [Name],

Our Agenda's highly anticipated detailed descriptions for mainstage presentations, panels, breakouts, and more are LIVE NOW and can be found on the Sessions page of the eMoney Summit website.

[Check Out the Summit Sessions]

Michael Kitces wowed attendees at last year’s event and we’re confident he’ll do it again at the 2024 Summit with his session titled, “Is My Advisory Firm Normal? 6 KPIs to Track and Compare."

Join Kitces.com Chief Financial Planning Nerd and man in blue, Michael Kitces, as he explores some of the Key Performance Indicators (KPIs) that advisory firm owners can use to understand the financial health of the business. Kitces.com, along with its entire Team of Nerds, is dedicated to advancing knowledge in financial planning and “Making Advicers Better and More Successful.”

This session will truly have you “Nerding Out” on how to identify a "normal" profit margin and overhead expense ratio, when an advisory firm should (or shouldn't) expect to scale its EBOC, how to use revenue per advisor to assess productivity and capacity, and how to leverage revenue per employee as a key indicator of when to hire to grow sustainably.

[Check Out the Summit Sessions]