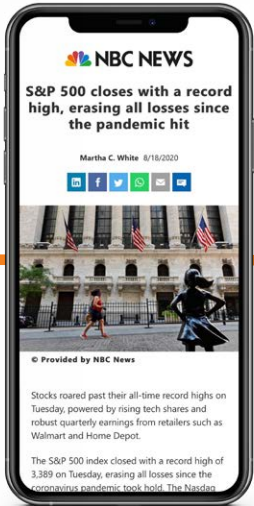


Breaking Sound Barriers Advancing Your Message to Audiences Faster



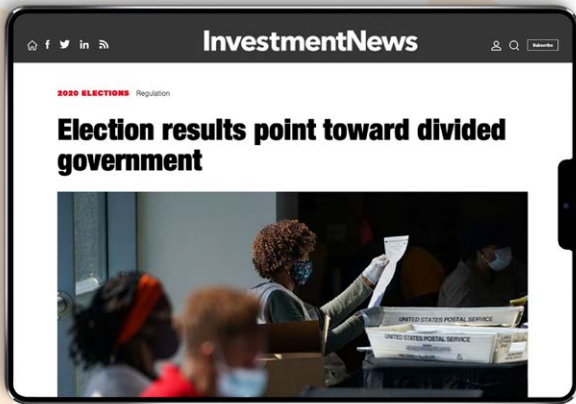
Focus Financial Partners, a publicly traded (NASDAQ GS: FOCS) New York-based international wealth investment group, has 70 independent partner locations across the United States and beyond.

All of the company's associated RIA firms seek to build national and regional market awareness among precise influential audiences with decision-making authority over ultra-high-net-worth investment advisory and wealth management services.

Focus contracted with Gavin to develop a national strategic public relations program to meet the needs of each of their individual partner firms across the country to increase their publicity efforts around firm leaders and news events, while also leveraging opportunistic media coverage to enhance their marketing efforts. Among the primary goals of the public relations strategy was to elevate brand awareness to build impressionable

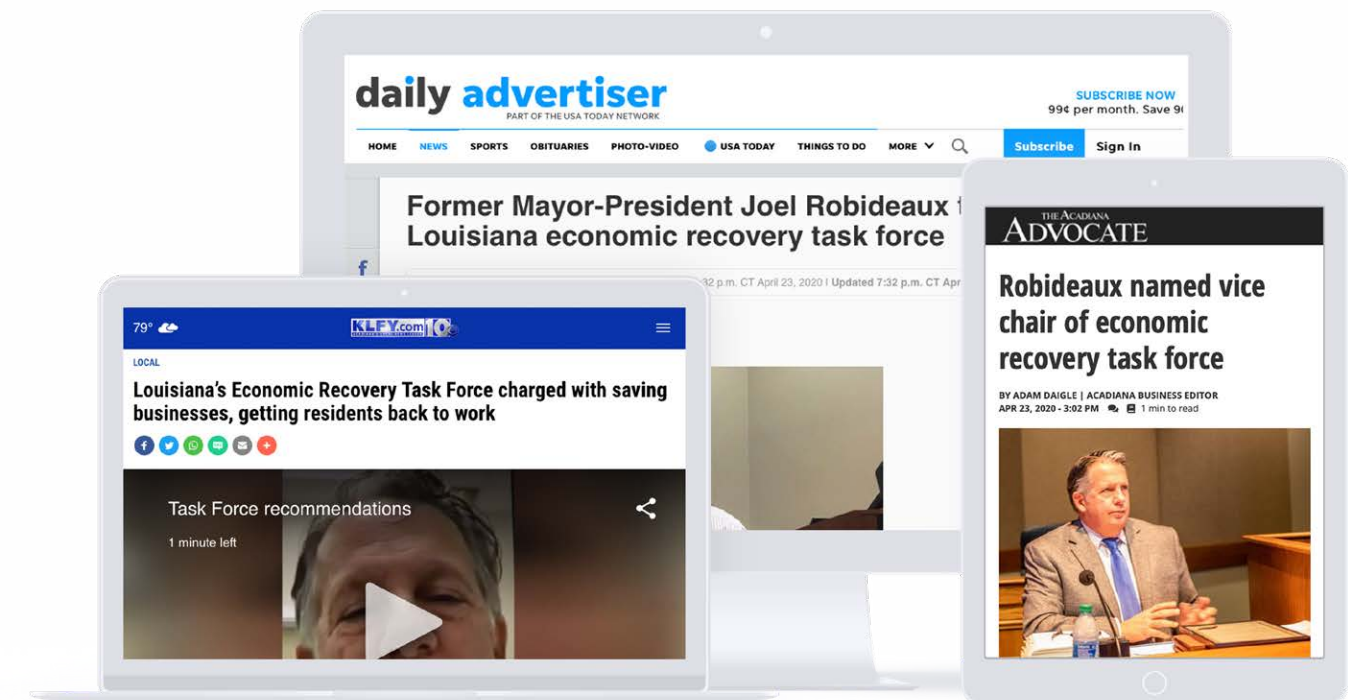


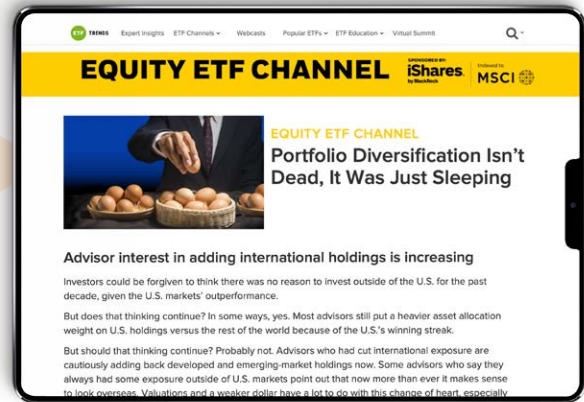
influence among current and potential clients through the pursuit of opportunistic media placements. Strategies included offering partners to regional and national media as key subject matter specialists with unique perspectives to support building a cadence of coverage to meet each firm's goals, all complemented by digital distribution to maximize placement returns.



The National publicity program's long-term purpose was to get Focus partner firms to be more proactive in their publicity efforts and show that an active public relations strategy that attracts local, regional, trade and national media can improve online visibility and increase the market

opportunities. Focus also wanted earned media for its partners to help amplify communications efforts to better reach target audiences – prospective clients, staff recruits and potential business partners – and drive organizational growth.





Building Blocks for Sustained Expansion

As some of the larger independent investment advisory and wealth management firms in their respective markets, each of the Focus partners leveraged Gavin's public relations, digital and creative services to elevate market visibility with a clear and profound voice to support their financial services, community connections and strategic growth initiatives.

Gavin guided and managed each partner group to develop individualized strategies to place a spotlight on key individuals and firm news, events in the local, regional and national media outlets to motivate action by prospective clients.

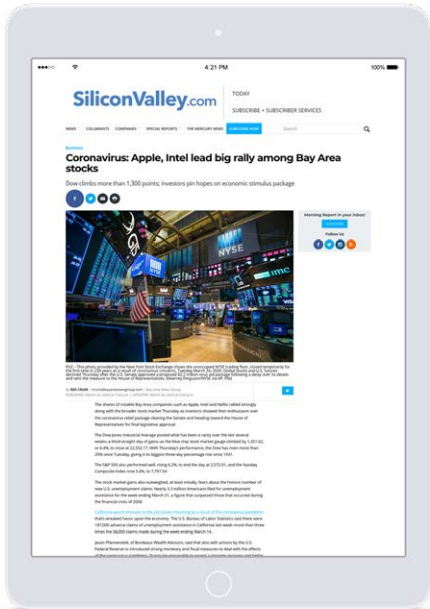
By leveraging prominent hires, human interest stories, firm accolades and subject matter experts capable of speaking on a variety of financial topics and national news events, Gavin quickly earned more than 150 media placements in less than eight months in a wide variety of publications and elevated brand awareness for each of the partner firms.

To maximize returns on strategic placements, Gavin managed social media support and strategic advising on SEO and website enhancements to drive increased digital marketing efforts that may be continually leveraged for marketing efforts.



“As we continue to expand our national and international footprint, our clients’ wealth strategies are continuously evolving, which requires an ever-present, strategic cadence of media coverage that resonates and influences – working to position our partners as the thought-leaders and preferred advisors. Gavin’s consistent results, inclusive of custom approaches by market and partner, have delivered a level of coverage in recognized local, regional and national media that has gained the trust of our Focus management and partner firms. We made the right choice in partnering with Gavin to support our expanded publicly goals.”

John Mittnacht, CMO at Focus Financial Partners



Layers of Local, Regional and National Coverage Success

Our team penetrated cluttered news cycles to elevate the public profile of key leaders within the participating partner firms in the Focus program. These Firm's geographic focus areas included California, Georgia, Louisiana, Massachusetts, New York and national industry press.

We were able to showcase their financial knowledge base in specific industries, create opportunities for partners to speak on industry and national financial trends, and drive media awareness of their strategic growth initiatives across regional and national markets to support continued expansion efforts.

The various layers of media attention for each of the firms, complemented by quarterly news releases distributed on news wire services to facilitate greater online search visibility, exceeded the goals of the client's pilot program. Just after six months of enlisting the strategic services of Gavin's publicity team, Focus continues to expand the program participation nationwide with firms coast to coast.



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Placements in less than 8 months



516,888,684

Earned media impressions



\$6,610,584

Total earned media equivalency value

Outcomes reflective of initial firm participation in first six months.

