MODERN CAPITAL CONCEPTS, INC.
WORK FOR US

WealthEquity

WHAT WE DO AND HOW WE ARE DIFFERENT

MANIFESTO

A benefit corporation is a mission-driven for-profit corporation that seeks to make a long-term positive impact on society. Our annual benefit report can be downloaded from www.moderncapitalconcepts.com.

Modern Capital Concepts, Inc. is one of the first financial services firms in Illinois operating as a benefit corporation. In addition to maximizing profits for shareholders we seek to fulfill our mission for the benefit of the communities in which we operate.

Our mission is to empower working families, professionals, retirees and small business owners to establish positive financial behaviors, grow their wealth and achieve their life goals through an interdisciplinary maternal approach combining financial education and personalized counseling.

We are committed to our community by sponsoring financial clinics to low-income residents and donating a portion of profits to community organizations.

VISION

Our vision is to create a profitable and replicable service model of delivering high quality financial planning to middle class households.

Traditionally, financial services are product driven. Products designed to maximize profits are pushed to consumers. However, what middle class households need are solutions to life problems. In order to be impactful, these solutions should encompass personalized advice when people need it, straight-talk communication in a jargon-free manner, ongoing investment education and long-term goal setting delivered through online and face-to-face channels.

In order to engage more middle-class households through hourly and asset-based fee-based models, lower price points need to be available. Profitability can be preserved through lowering overhead costs, leveraging technology and minimizing travel.

EA, INTERN AND CFP® REQUIREMENTS

	EDUCATION AND CERTIFICATIONS	EXPERIENCE	VALUES	SKILLS
Must Have	Minimum 3.5 GPA High achievement in academic career and commitment to ongoing learning Excellent writing and math skills	2 years client service, social work, sales or a position where they had to present ideas and be persuasive. Intern applicants can provide examples of leadership.	Female/LGBTQ+/BIPOC empowerment Achievement Social justice	Intelligence Self-motivated Conscientiousness Planner Financial modeling, Excel Selling discipline Plain spoken Able to give examples of overcoming adversity
Good to Have	Passed the Certified Financial Planner exam, S Series 7 and 66, Chartered Financial Analyst	Ability to train other staff Lead teams Non-profit volunteer	Continuous learning	Writing Public speaking
Nice to Have	Certified Divorce Financial Analyst (CDFA), Certified Investment Management Analyst (CIMA), Chartered Public Accountant (CPA)	Nationally recognized company in the financial services sector Global Financial Planner certification	Setting and achieving stretch goals	Active listening: Good at 'reading' people
Life experience	What social circles are they able to influence?	What have they learned from their life experiences?	Curiosity about the world	Empathy and self-reflection
Work style	Dedication to client service and high level of organization	Call center, sales, hospitality, social worker, educator, communications	Treat everyone like a VIP	Ability to put others needs ahead of their own but set boundaries

FINANCIAL PLANNING

These are example job descriptions and compensation models. Actual position description and compensation model will depend on new hire's talent, interests, and potential.

FINANCIAL PLANNING INTERN

OBJECTIVE
Increase market share of primary segments: Young Professionals through research support, financial counseling, and delivering services to marginalized populations

ACTIVITIES
- Client service: gathering psychographic data on target segments, coaching young professional prospects and clients
- Identifying sales opportunities with existing clients
- Marketing and selling activities: building awareness of MCC brand and offering
- Writing, updating, and delivering seminars to young professionals and marginalized populations

TOOLS
- Financial planning: eMoney
- Firm's Social media: Facebook, LinkedIn Twitter

TRAINING
- Financial planner apprenticeship
- Sales training: prospecting and managing a pipeline
- Public speaking
- Entrepreneurship

EVALUATED ON
- Client feedback and social impact
- Personal development goals: blocking out time each day or week to reflect and record what has worked and what needs to change
- Obtaining continuing education goals

STIPEND
$25 per hour

CERTIFIED FINANCIAL PLANNER™

OBJECTIVE
Increase market share of primary segments: Women and Young Professionals through financial counseling

ACTIVITIES
- Client service: gathering psychographic data on target segments, coaching young professional clients to achieve their life goals through specific advice when they need it in the format that is most effective
- Identifying sales opportunities with existing clients
- Marketing and selling activities: building awareness of MCC brand and offering, uncovering needs, developing relationships with prospective clients and partners, demonstrating expertise, closing and on-boarding
- Personal brand: Connecting with target segments requires a personal style in communication and appearance that makes them comfortable and more likely to trust

TOOLS
- Financial planning: eMoney
- Morningstar Advisor, Bloomberg, Excel, PowerPoint
- Firm's Social media: Facebook and LinkedIn

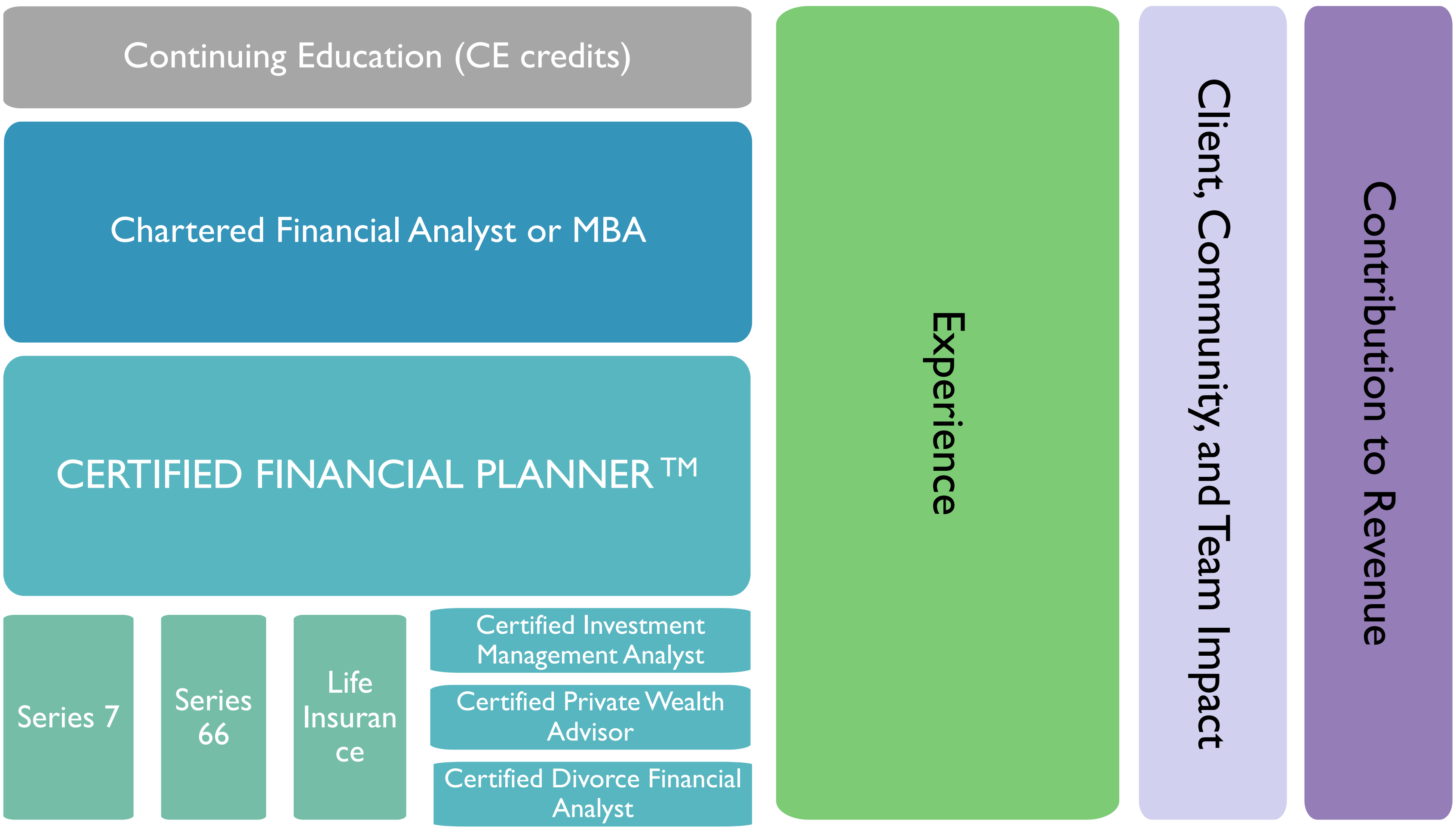
TRAINING
- Sales training: prospecting and managing a pipeline
- Entrepreneurship

EVALUATED ON
- Client feedback and social impact
- Revenue goals, number of clients, sales pipeline
- Personal development goals: blocking out time each day or week to reflect and record what has worked and what needs to change
- Achieving continuing education goals

INCOME POTENTIAL
$90K - $150K salary range, salary growth contingent on business revenue and individual KPIs achieved.

FA AND CFP EVALUATION (YEARS 1-5)

Achieving continuous learning goals, relevant licenses, and certifications is one of the largest factors in compensation increases. Experience, impact, and contribution to revenue are also a significant factors.



BENEFITS

Benefits can change annually or due to exogenous events.

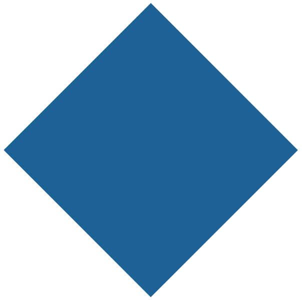
COMPENSATION	\$80,000 base salary for experienced administrative assistants, recent graduates and re-entry hires who have passed the CERTIFIED FINANCIAL PLANNER™ exam. Enrolled CFP® students and Economics, Finance or Business Administration graduates may also be eligible. Candidates with other majors who have at least a 3.5 GPA are encouraged to apply. \$90,000 base salary for experienced CERTIFIED FINANCIAL PLANNERS™ \$100,000 base salary for investment researchers with a CFA Level III, MBA or PhD in social science or business. Performance based bonus based on company profits and individual KPI achievement.
HEALTH INSURANCE (FT ONLY)	Medical and dental paid for by company
401(K) (FT ONLY)	Discretionary match up to 100%
EDUCATION STIPEND (FT ONLY)	\$1,000 annually
PAID TIME OFF (FT)	Unlimited vacation, sick and personal days (hours accumulate monthly)
REMOTE WORK	Four-day work week. In office in Chicago two to four days a week.
OTHER (FT)	\$75 monthly transportation reimbursement and membership at the East Bank Club

HOW TO APPLY

- Submit resume with CERTIFIED FINANCIAL PLANNER™ exam results (if applicable), transcript showing GPA, and answers to questions to khloe@moderncapitalconcepts.com.
- Describe in 500 words or less a personal financial planning problem that you solved for a client or obstacle you or your family overcame.
- Be ready to describe your goals and plan to get there.

QUESTIONS

1. The average 401(k) retirement balance in Q3 2023 according to Fidelity Investments was $107,700.[1] According to AARP, in most metro areas, $800,000 to $1 million is needed to retire.[2]
   - Write an example of what to say to someone in their 20s to encourage them to save for retirement? Use data and storytelling in your answer. (500 words max)
2. Is bitcoin an asset class? (500 words max)
3. What is this shape?
   a. Triangle
   b. Rhombus
   c. Square
   d. Wrigley Field



[1] https://newsroom.fidelity.com/pressreleases/fidelity--q3-2023-retirement-analysis--workers-commit-to-the-long-term-while-navigating-uncertain-ma/s/d5824701-cdfa-4cd2-8796-602b7b1dc541
[2] https://www.aarp.org/retirement/planning-for-retirement/info-2023/million-dollar-nest-egg-myth-debunked.html