

# THE KEYSTONE PROJECT

The future of your practice shouldn't force you into a single path. Regal's Keystone plug-and-play platform was built for advisors at every stage—whether you're a legacy advisor planning a thoughtful succession on your own timeline, a standalone RIA ready to scale with coaching, training, and professional money management, or an affiliate seeking marketing support and a platform designed around how advisors grow or you are simply looking for a home that values advisors and their families.

Regal gives you optionality without pressure. A single connection can lead to a lifetime of growth. Keystone provides the structure, resources, and safety nets to grow, develop, and engage—while preserving your independence and vision. We offer a home for every facet of your growth, with the freedom to move seamlessly between models as your practice, priorities, or life evolve. No forced exits. No boxed-in decisions. Just a platform that adapts as you do.

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**Legacy** is as important to Regal as the air we breathe. Regal's Legacy Model provides a competitive valuation multiple, with a proven track record of success for their end clients. This structure allows senior advisors to transition thoughtfully, maintain influence over the initial succession, while reducing personal and operational risk. At the same time, Regal's platform creates an attractive environment for the next generation of advisors by offering a ready-made client base, structured training, and a salary, benefits, and bonus framework—eliminating prospecting as a primary barrier to success. Together, this model aligns continuity, culture, and economics, ensuring legacy value is protected while enabling scalable growth for both seasoned advisors and emerging talent.

- Junior Advisor Hire/Train
- Tuck In Option
- Exit Strategies
- Client Focused

The **Regal Financial Group** fully built brand, consistent lead generation, and a scalable operational infrastructure to grow profitably. The model provides centralized marketing, sales coaching, training, and compliance-aligned operational support, allowing affiliates to focus on client engagement and production rather than business construction. By leveraging Regal's platform, affiliates will have access to best in class solutions and an experienced team of professionals to help them exponentially grow their business.

- Hybrid, IAR, BO Affiliation
- Marketing Collateral
- Insurance Friendly
- Lead Generation



The **LionShare Platform** is a disciplined, goal-aligned investment and planning framework designed to support scalable advisor growth within the Regal Keystone project. LionShare integrates model-based portfolio construction, income and distribution strategies, and client-centric planning to support accumulation, preservation, retirement income, and legacy objectives. Central to the platform is the Pro Plan Assist process, which provides advisors with collaborative support across discovery, portfolio strategy alignment, implementation, and ongoing review—enhancing consistency, confidence, and execution without diminishing advisor ownership of the client relationship. Together, LionShare and Pro Plan Assist deliver a repeatable, professional investment experience that strengthens client engagement, supports long-term outcomes, and aligns with Regal Keystone's growth and governance standards.

- Pro Plan Assist
- Practice Management
- Coaching
- 60 Portfolios

The **Regal Traditions** model is built on structure that produces outcomes. Designed for growth-oriented advisors who want momentum, support, and coaching — ideal for sales professionals frustrated by inconsistent pipelines and entrepreneurs who thrive in a team-driven environment.

The value proposition is clear: a revenue structure that is commensurate to the high-touch deliverable and dedicated support, increasing the probability of success. Regal invests in each advisor's growth through a turnkey marketing system, structured lead flow, defined sales process, and mandatory coaching that converts activity into production.

The message is simple: "If you want freedom, earn it. If you want results, follow the process." Strategically, this model drives consistency, builds momentum, and serves as a proving ground for future independence or Legacy leadership.

- Ongoing Training
- Team Oriented
- Mentoring
- Pipeline Opportunities



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