

PRESS RELEASE

Ultimate Practice announces website launch and unveils new online succession program

**Ultimate Practice today announces the launch of its new online resource centre
and its first online course on *Succeeding at Succession™*.**

Ultimate Practice is pleased to announce the launch of a ***new online resource center for advisors*** (www.ultimate-practice.com) who are serious about their business and willing to commit to making their practice as successful as they want it to be. Continuous learning is the hallmark of the world's most successful financial advisors. Ultimate Practice benefits from its partnership with Market Logics and its 20 years of helping advisors elevate their business performance.

Within the new website, you'll see a number of ***Powering Your Practice™*** online courses that will soon be available. All are based on industry best practices and 30+ years of real-life experience in educating, training, and coaching great advisors around the world. The courses are being developed, led, and managed by **George Hartman**, one of the industry's best-known advisor strategists, practice management mentors, practice valuation and succession planning experts. George currently coaches top-performing advisors in Canada and the US and consults with financial firms on their business strategy and succession plans.

The ***Succeeding at Succession™*** course is the first of the programs being offered. It takes advisors on a nine-stage journey from *awareness* to *action* in preparation for their eventual, but inevitable, exit from their business.

Advisors can select whether they want to follow the DIY path at their own pace or be led by coach George Hartman. The first session of this course will be taking place on **Tuesday, November 29, 2022**. Advisors who want to be in control of how they exit the business they have spent so many years building, while maximizing its selling price and leaving a proud legacy, will find everything they need to know and do in this course! **Registration will be open for 5 days only between November 21 - 25, 2022** at [Register for Succeeding at Succession™](#)

Other benefits of the site include access to free, no-obligation resources through Ultimate Practice's **Test the Water package**:

- **Coach Says Articles**
- **Practice Management Videos**
- **Value Building Content**
- **Practice Management Research**
- **Books (Succession Planning & Practice Management)**

As George Hartman, Founder of Ultimate Practice, notes: *“There was a time when financial advisors could build a successful practice simply by being a good salesperson — but no longer. Today, advisors have to think and act like business owners - managing a dynamic enterprise in an ever-changing and challenging marketplace. Every day I see great financial advisory practices selling for hundreds of thousands or millions of dollars. And what that has taught me is that the decisions made today will determine the likelihood of realizing the maximum financial potential and emotional satisfaction that lies within every practice.”*

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Notes to editors:

About Ultimate-Practice.com

Ultimate Practice was created to be a resource center for advisors who are serious about their business and willing to commit to continuous improvement. Our **Powering Your Practice™** courses are based on industry best-practices that work and 30+ years of experience in educating, training, and coaching great advisors around the world.

For more information, visit www.ultimate-practice.com.