
ADVISORCON
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ADVISORCON 2026

May 14 - 15 | Nashville, TN

Build Your Future at Advisorcon

AdvisorCon 2026 lands in Nashville—bringing together a powerful community of ambitious financial advisors, growth experts, and top performers ready to shape the future of wealth management.

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What is AdvisorCon?

Hosted by Bill Good Marketing, AdvisorCon is where financial advisors come to think bigger, work smarter, and grow faster. For two action-packed days in Nashville, you'll hear directly from the industry's top producers, prospecting pros, and marketing masterminds—sharing the exact strategies driving real growth in today's toughest market.

You'll walk away with battle-tested tools, eye-opening insights, and a personalized plan to double your production.

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Why Attend AdvisorCon?

Grow

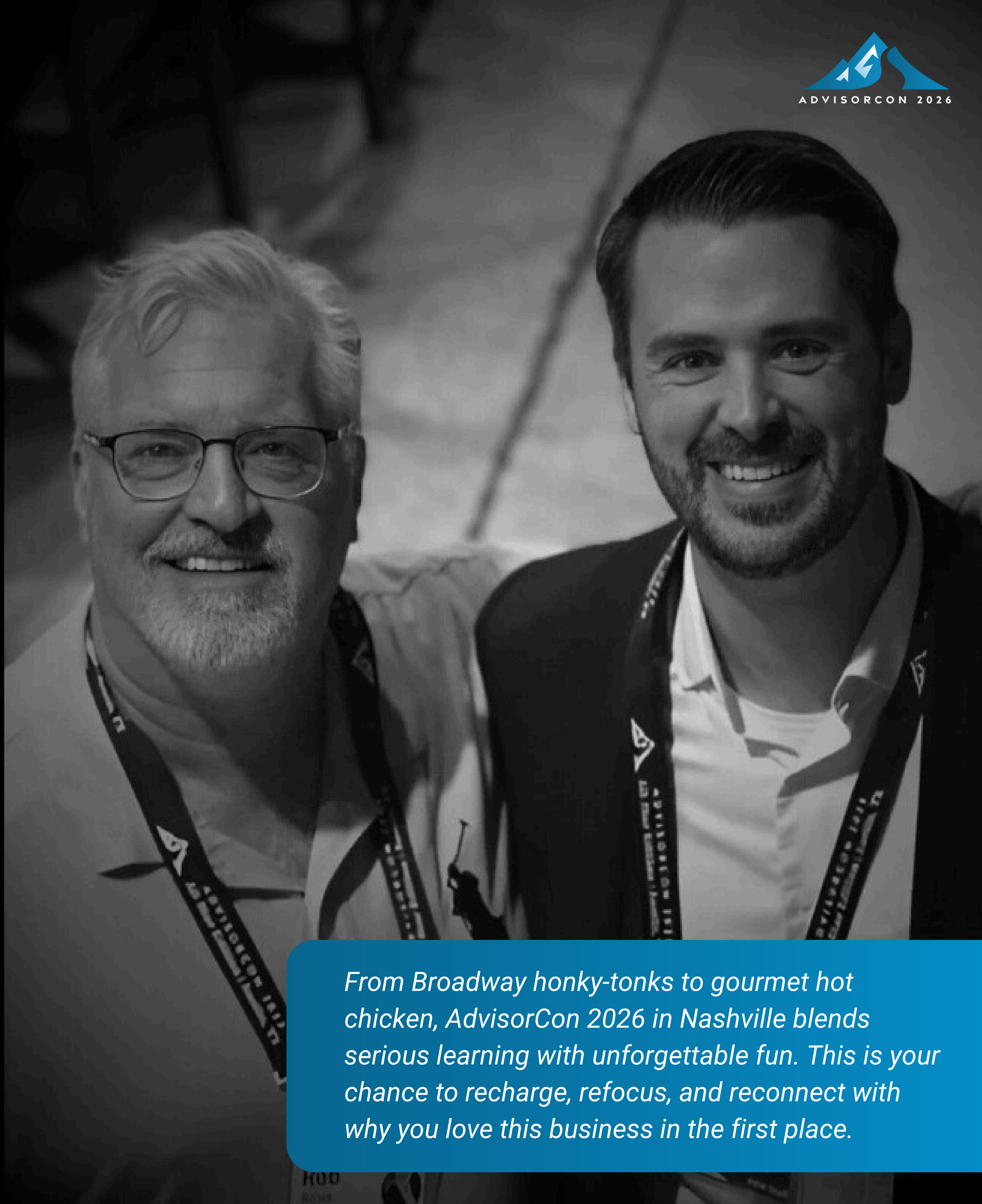
Step into tactical sessions designed specifically for financial advisors. Learn proven strategies to attract HNW clients, streamline your operations, and scale your business. Leave with practical tools, templates, and a growth plan you can implement the moment you're back in the office.

Connect

Surround yourself with advisors, marketers, and practice management pros who are building the kind of business you want. From hallway conversations to after-hours events, AdvisorCon is where real relationships (and referrals) begin.

Get Inspired

Hear from top producers, industry veterans, and disruptive thinkers who've been in your shoes—and found a better way. Through candid keynotes and tactical deep-dives, you'll discover what's actually working for firms like yours right now.



From Broadway honky-tonks to gourmet hot chicken, AdvisorCon 2026 in Nashville blends serious learning with unforgettable fun. This is your chance to recharge, refocus, and reconnect with why you love this business in the first place.

What to Expect at AdvisorCon 2026

Hyper-Focused Speeches

Be captivated by the stories, successes, and strategies from top advisors who have not just reached the peaks of success but have set new ones. Each presentation is crafted to ignite your passion and equip you with transformative strategies that can be the catalyst for your business's breakthrough.

Interactive Q&A Sessions

This is where your path to success gets personal. Pose your most pressing questions to those who've navigated the journey and emerged victorious. These sessions offer unparalleled access to tailored advice and insights, helping you decode the success strategies of the industry's best.

Networking Opportunities

Forge lasting connections in a community where every handshake holds the promise of new partnerships, collaborations, and friendships. These networking moments are your chance to build a support network with those who understand your journey and share your drive for excellence.

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Agenda

At AdvisorCon, every session is built around one goal:
helping you grow faster, smarter, and with less stress.

From keynote talks that shift your mindset to breakout sessions packed with step-by-step tactics, the AdvisorCon agenda is designed to move your business forward—no matter where you're starting from.

View Agenda

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Who Should Attend?

For the Trailblazers and Dreamers

AdvisorCon is where financial advisors, marketing professionals, and business owners converge with a shared purpose—to learn from one another and collectively push the boundaries of what's possible. If you're committed to applying real-world insights and strategies to achieve exceptional growth, welcome home.

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The Industry's Finest

Featured Speakers

See All Speakers

Scott Ferguson

Break-Throughs & Best Practices: One Advisor's Journey to $1B in AUM

Earlier this summer, we received an email that made everyone at BGM stop and cheer: Scott Ferguson was writing to tell us that he and his team had achieved their goal of $1 billion in assets under management. For any advisor, this is a huge feat. For Scott, based in the small city of Columbus, Mississippi (population 25,000), it's a gigantic accomplishment.

Hitting these types of milestones always requires a metamorphosis. Whether it's going from $10 to $100M, or $100 to $500M, or — especially — $500M to $1 billion, the journey requires more than simply doing more of what you've already done. It requires embracing new strategies and best practices. In many ways, it requires you to remake yourself and your business.

In this very special session, Scott is going to take you through his entire journey. But he will give special attention to what helped him make the vast leap from $500M to $1B. The strategies, best practices, and key decisions that led to the most significant breakthroughs.

This is information every advisor needs to hear. Information that you won't find anywhere else. If you dream of taking flight and reaching the stratosphere, you won't want to miss this.

See All Speakers

Clare Carberry

Augmented Prospecting: Revamping the Entire “Prospect Experience”

As the driving force behind every marketing initiative at McPeak Wealth Management, Clare is a force multiplier all unto herself. From seminars to meetings to marketing colleteral, Clare has revamped and refined nearly every aspect of the team’s prospecting, creating a system (and brand) that gets new clients lining up at the door. The results speak for themselves: McPeak manages over $2.5B in AUM, with one advisor in particular — Neil McPeak Jr. — going from $60M to $660M in just eight years.

Clare made a brief cameo appearance at our last conference in Puerto Rico, and since then, advisors have been clamoring to have her back. In her presentation, Clare will show the most important tweaks and changes that will augment your prospecting and make your entire marketing system exponentially more effective.

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Bryan Sarff

Successful Chaos: The Key to Prospecting Business Owners

If there's one niche that advisors most want to target, it's probably business owners. And if there's anyone who knows about how to become "the go-to guy" for the business owner crowd, it's Bryan Sarff.

For the last several years, Bryan has transformed his practice into that of a "personal CFO" for local business owners and executives. His system of branding, multimedia marketing (think podcasts and radio shows), and networking makes him the person business owners think of when they need any help with succession planning, value acceleration, and more.

At AdvisorCon, Bryan will pull back the curtain on something he calls "Successful Chaos" — the key to getting a business owner's attention and earning an executive's trust.

See All Speakers

Paul Kiker

Turn Up the Mic: Building a Virtual Pipeline from Podcasts to Zoom

What if people could hear you and then decide they wanted to work with you almost immediately? What if you had a complete, fool-proof system for getting all those new prospects to set up a first appointment? What if you could then close those prospects without ever meeting them in person, all over Zoom?

That's what Paul Kiker has been doing, and as a result, he's now seeing more assets coming through the door than ever before. He's built a virtual sales pipeline that would impress Bill Good himself — the man who literally wrote the book on sales pipelines.

In his presentation, Paul will show you both the big ideas that gets prospects to sit up and take notice of and the small, technical details of how to close them over Zoom. All are major force multipliers that helped Paul bring in over $100M in new business in 2024 alone. (Paul is currently on track to raise over $100M in 2025 as well!) And the best part? Everything you learn can be applied to any prospecting style you choose, from seminars and events to direct mail and digital marketing.

See All Speakers

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David Baker

HNW Prospecting: The Ultimate Strategy for the Ultimate Niche

At the beginning of the decade, David was aiming to reach $50M in total assets. We challenged him to think a bit bigger than that, and guess what? He has. Check out these numbers:

2020: $18M in new assets.
2021: $29.8M
2022: $34.3M
2023: $45M
2024: $50M
2025: $50M+ (on track)

David's growth rate has been nothing short of breathtaking. He is now number 81 in a firm of over 4,400 advisors and will be in the top 75 before the end of the year. How has he done it? HNW prospecting. There is perhaps no force multiplier bigger than boosting the average net worth of each client that comes through the door, and David has been able to do that while simultaneously spending more time with his family. At AdvisorCon, he will show you the exact strategy he and Matt Hicken devised for doing it so you can do it, too.

We've known since 2021 that we would invite David to speak one day. Now, that day is finally here, and we can't wait to see him up on stage!

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Nick Grady

Building a Three-Year Plan: How to Create a Roadmap to the Future You Want

Planning is the greatest force multiplier of all. Because, as Yogi Berra once said — and as Bill is fond of quoting — “If you don’t know where you’re going, you’ll end up someplace else.”

Three years ago, Nick Grady knew he didn’t want to wind up “someplace else.” But as he about to embark on a major career shift — specifically, setting up his own RIA — he knew how easy it would be to take a wrong turn or allow his growth to stall. So, he decided to do something about it. Working with Matt Hicken, Nick created a comprehensive, detailed Three-Year Plan for himself and his business. A plan for ensuring he would be able to make the transition, keep his existing assets, and continue to grow.

And guess what? He has.

In this session, Nick will be joined onstage by Matt Hicken. Together, the two of them will show you how to create your own Three-Year Plan that ensures you get to where you want to go…no matter what challenges, obstacles, or changes you have to face.

See All Speakers

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Katie Johansson

Systems & SEO: Tools for Being Found, Looking Good, and Growing Faster

With $460M in AUM, and with much of that coming in the past two years, the Olde Raleigh Group in North Carolina are on a hot streak. They have expanded into new markets — namely, Florida — and have experienced a surge in referrals and introductions from a variety of sources.

That's why we are so excited to have Katie Johansson, the team's marketing director, join us to share two major force multipliers that have helped her team achieve such rapid growth: Tracking Systems and Search Engine Optimization. Katie is in charge of managing all of the team's campaigns, events, and other marketing initiatives, and keeps detailed records of everything the team does so they know exactly what's working, what's not, how much they're spending, and their precise ROI. As a result, the team is able to allocate both time and resources as efficiently and effectively as possible.

Katie is also in charge of the team's SEO efforts, and in recent months, her efforts have yielded major results. Not only are they dominating Google search rankings for their area, but they are now getting new clients directly from their website!

Katie will share both these force multipliers with you: Her tracking system and her complete SEO strategy. Two critical tools to help you get noticed, look good, and achieve higher, faster ROI.

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Venue & Hotel

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Experience Southern Charm and Downtown Convenience

Drury Plaza Hotel & Saint Elle

Your stay at the Drury Plaza Hotel Nashville Downtown offers modern amenities, complimentary breakfast and evening drinks, and a rooftop pool—all just a short walk from the heart of the city.

Our venue, Saint Elle Nashville, is a contemporary and elegant space designed to spark creativity and connection. With its sleek architectural details, natural light, and vibrant atmosphere, Saint Elle provides the perfect setting for two days of breakthrough ideas, practical strategies, and unforgettable moments—all in the heart of Nashville.

Learn More

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Nashville Awaits!

Get Your AdvisorCon Tickets Today!

Join the industry's brightest minds for two unforgettable days of strategy, connection, and inspiration. Lock in your spot today and start planning your best year yet.

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