

Things a Comprehensive Planner Should Do For Clients and Some Things That Only We Do

Person to Person:

1. Is proactively reaching out to you
 2. Shows they care about you as a person
 3. Cares about your success as much as you do (sometimes more)
 4. Stays in touch
 5. Is interested in your life and family situation
 6. Listens well and understands you
 7. Is a wise coach or sounding board for your ideas and questions
 8. Helps you learn good money management thinking and unlearn self defeating thinking (usually planted in us by a combo of ads and our own human nature)
 9. Persistent about helping you
 10. Provides interesting and pertinent reading material
 11. Never makes you feel stupid or talked down to
 12. Spends quality time
 13. Shares the experiences of dozens of clients who have faced similar circumstances
 14. Provides referrals to excellent professionals as needed
 15. Communicates concepts in plain English
 16. Translates 'financialese'
 17. Keeps you on track
 18. A truth-teller
 19. Willing to help your family members
 20. Wakes up thinking about ways to help you
 21. _____
 22. _____
 23. _____
5. Researches alternatives to help meet goals
 6. Suggests creative strategies you may not have considered
 7. Prepares a custom financial plan
 8. Works with you to create a workable current and retirement budget
 9. Identifies savings shortfalls
 10. Creates reports that are easy to understand (writes own proprietary software)
 11. Creates strategies for debt elimination including coordinating rapid debt repayment calculations and cash flow
 12. Helps with family generational financial planning
 13. Monitors and reviews annual progress with you
 14. Is a resource for questions of all kinds
 15. Provides obvious value
 16. _____
 17. _____
 18. _____

Financial Planning:

1. Functions as your fiduciary
 2. Helps you discover goals, problems, opportunities
 3. Formalizes goals and puts them in writing
 4. Helps you determine realistic goals
5. Helps you determine how best to protect your assets
 6. Reviews all beneficiary designations to make sure they integrate with your estate planning documents
 7. Coordinates your estate and financial plan with elder planning in the event of LTC

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8. _____
9. _____
10. _____

12. Shows you how to access statements and other information online
13. _____
14. _____
15. _____

Taxes (if they are a tax planner):

1. Helps you reduce your taxes
2. Stays up to date on tax law changes
3. Reviews your tax return to catch mistakes and missed opportunities
4. Suggests ways to lower taxes during work and retirement (Tax Triangle)
5. Always aware of asset basis issues so you are not surprised with a big 1099
6. Works with your tax preparer as needed
7. Can help you find an appropriate new tax advisor if needed
8. _____
9. _____
10. _____

Asset Management:

1. Analyzes your risk profile and prepares an ideal asset allocation creating an understandable balance of risk and return that will not wake you up in the middle of the night
2. Helps you create an Investment Policy Statement (IPS) to guide your investment advisors
3. Determines the asset allocation and risk of existing portfolios
4. Keeps you properly diversified
5. Does not make recommendations based on 'what did well last year'
6. Stays up to date on changes in the investment world
7. Reviews your 401k, 403b and IRAs allocations
8. Creates an income distribution plan
9. Gives you unbiased, third party investment research
10. Helps you consolidate and simplify portfolios
11. Can introduce you to money managers