



The Advisor PACT **Monthly Session™**

August 30, 2016
Hosted by Mark Little

How much benefit do you want from today's session?



**Are you ready to be here
and **no place else?****

- Max Dixon

This online meeting system technology uses lots of memory & system resources, so please...

- ✓ Close your **email** program
- ✓ Close all **browsers**
- ✓ Close **all programs** on your computer other than this GoToWebinar system

Consider taking this attitude starting right now:

Something discussed today will be a significant positive **game-changer for my business
I want to focus so I don't miss it**



I promise to deliver Truly Comprehensive Financial Services™ and provide oversight over all your financial affairs under a comprehensive written lifetime financial strategy

- ✓ **P: Protection** - I pledge to protect your assets and your financial vision.
I've got your back and will work to identify every potential conflict of interest.
- ✓ **A: Attention** - I pledge to pay close attention to your financial situation and proactively recommend the course-corrections required for you to remain on-track to your objectives.
- ✓ **C: Coordination** - I pledge to coordinate all the financial people and the financial products in your life so that every financial recommendation is perfectly aligned with your comprehensive written lifetime financial strategy.
- ✓ **T: Transparency** - I pledge that you will fully understand, at all times, what every financial person and every financial product will cost you over the next 12 months.
You will have no hidden financial fees in your life.



Question[?]

What business structure is best for offering Truly Comprehensive Financial Services™?

Broker/Dealer?

Registered Investment Advisor (RIA)?

Other??

Advisors can successfully deliver Truly Comprehensive Financial Services™ using nearly **any** business model,

- ✓ Registered Rep (B/D)
- ✓ Registered Investment Advisor (RIA)
- ✓ Certified Financial Planner (CFP®)
- ✓ Tax Accountant
- ✓ Estate Planning Lawyer
- ✓ Insurance Agent (P&C or other)

Any financial professional can decide to become the Most Trusted Advisor™ and make an Advisor PACT™

The key issue to realize is that most Deliverables Checkpoints™ for Truly Comprehensive Financial Services™ do **not** involve investment advice



Peek at The Toolkit

Here's how we describe
this issue on
The Trusted Advisor Toolkit™

**20% of What I
coordinate Is
“Investment
Advice”**

**80% of What I
do Is *not*
“Investment
Advice”**

**Reports are
created by
Subject Matter
Experts (OBAs)**

**Outside
Business
Activity (OBA)
Billing is
Separate**

**Fire Wall
between the
two entities**

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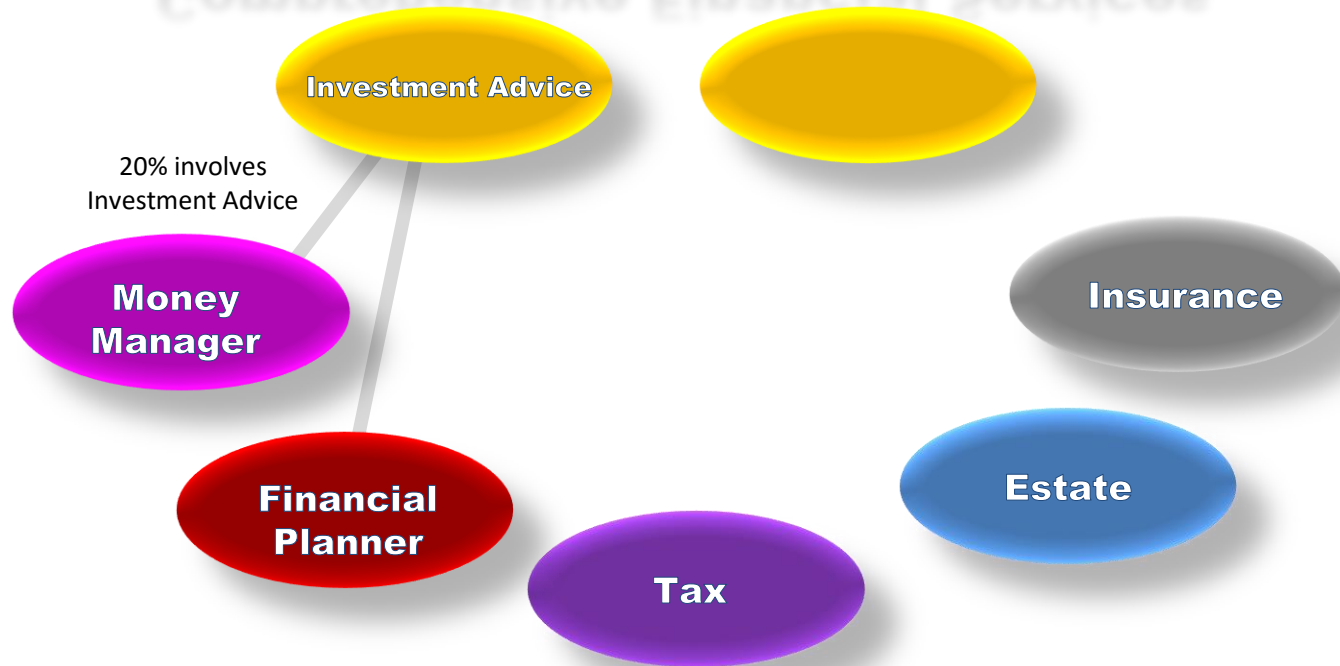
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Comprehensive Financial Services



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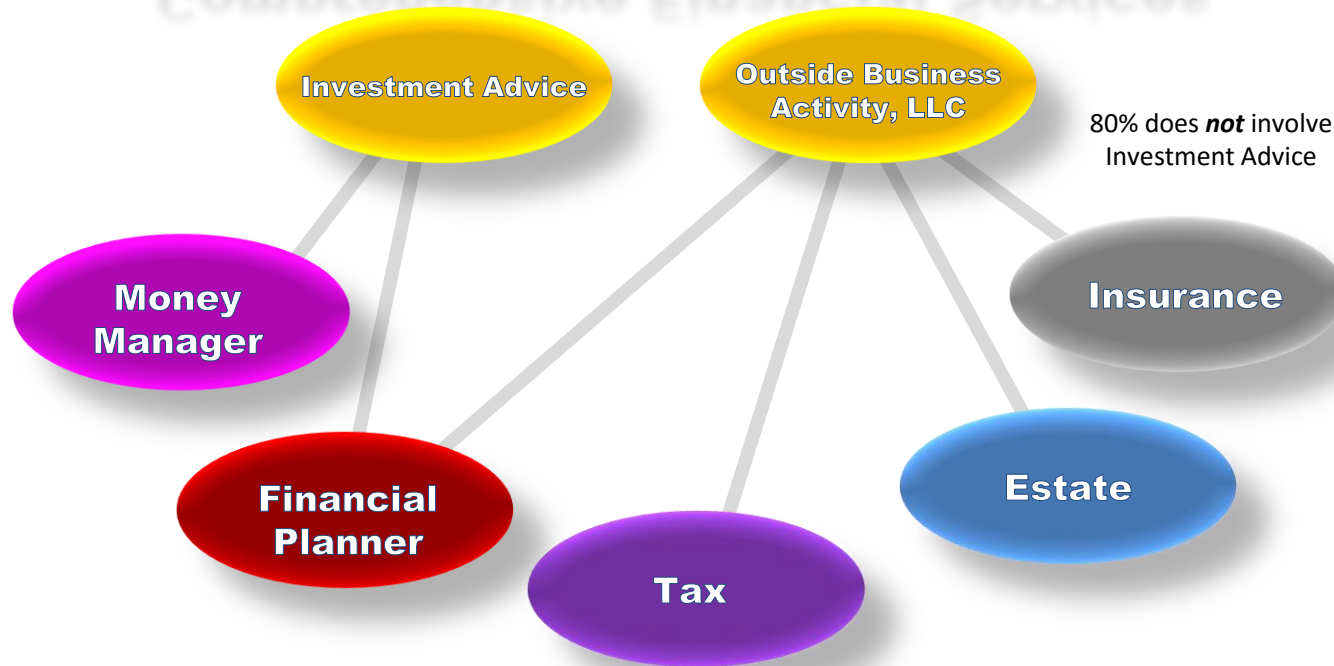
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Comprehensive Financial Services



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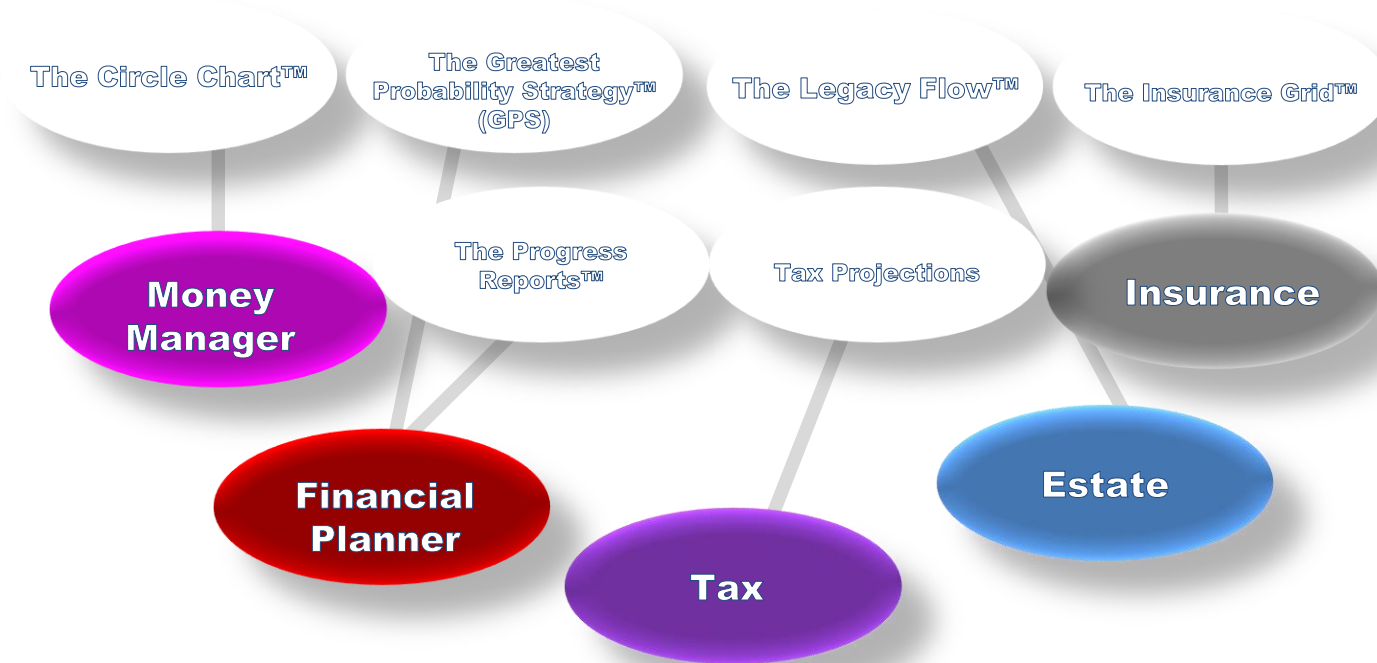
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Reports Not Prepared by Me



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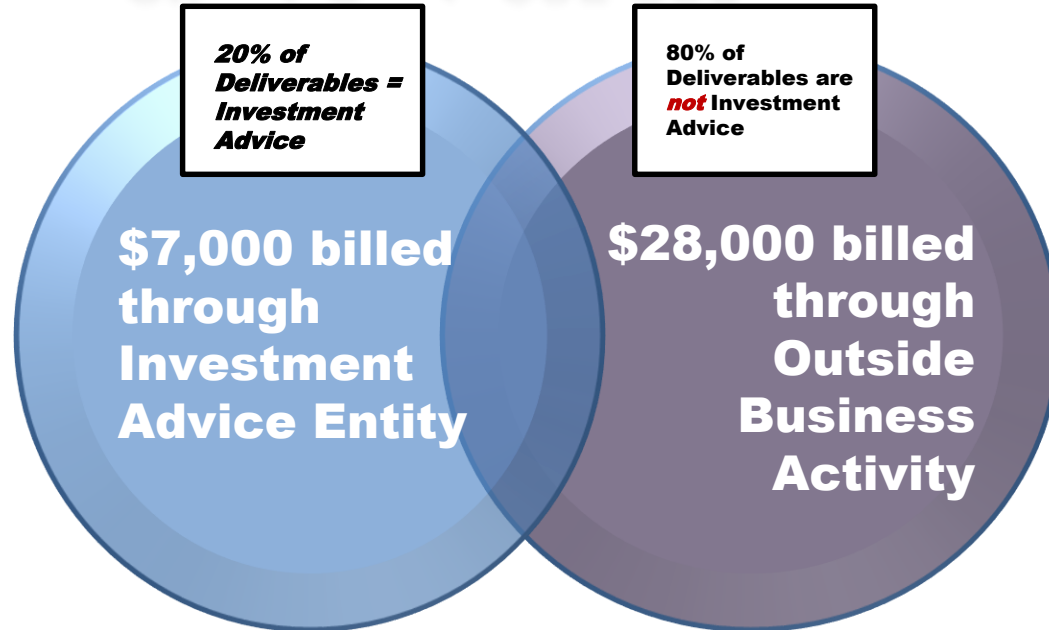
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Client Cost: \$35,000 per year



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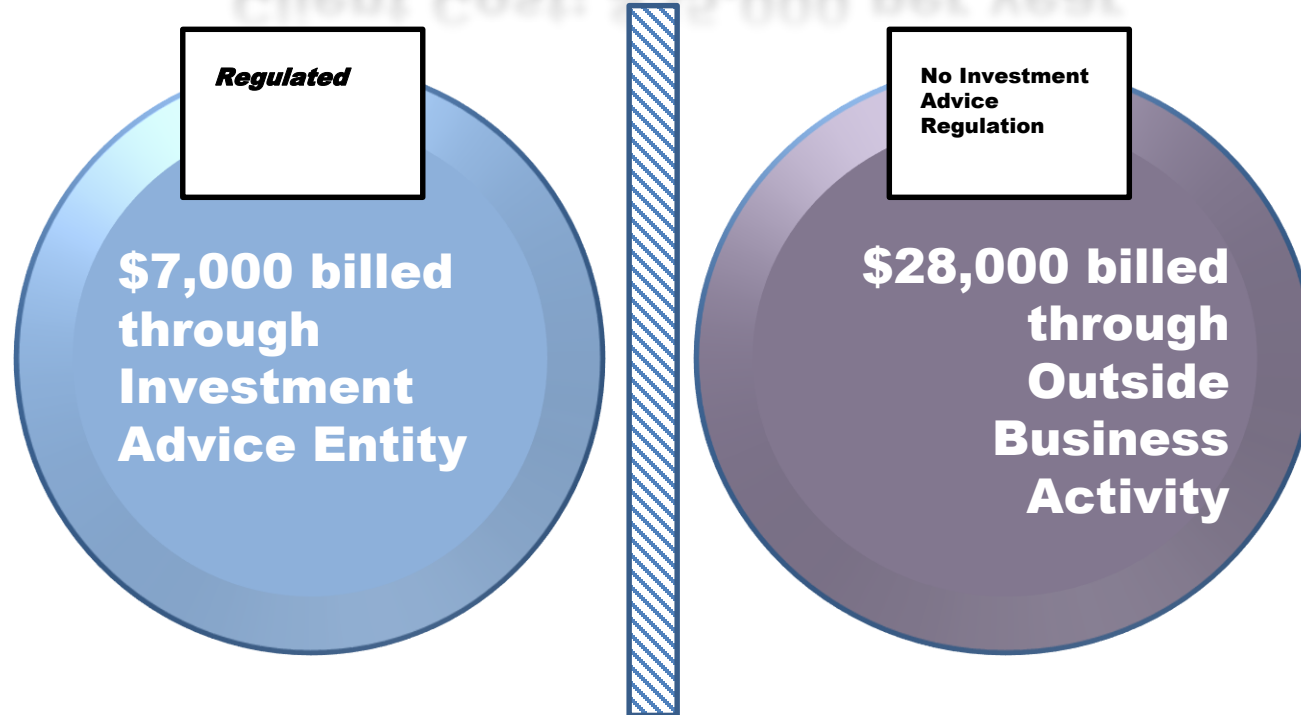
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In the U.S. many
TCFS advisors
eventually set up
their own
independent RIA
to bill this portion
of their
compensation
(Let B/D go)

Client Cost: \$35,000 per year

Regulated

**\$7,000 billed
through
Investment
Advice Entity**

**No Investment
Advice
Regulation**

**\$28,000 billed
through
Outside
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Question[?]

I've heard you mention that you require advisors on The Trusted Advisor Toolkit™ to use a cloud-based vault to host confidential client documents so that team members can share files.

Which cloud service do you recommend?

There are 5 “name brand” services

Any of these name brand services will work fine for you

Choose The Cloud Service You Prefer



OneDrive



Dropbox
For
Business



Google
Drive



Box



ShareFile
By
Citrix

For secured cloud-based file sharing with your team

Essential elements of a cloud file sharing service

- ✓ Stick with the name brands
 - Security
 - Ease of use
- ✓ Must be able to link to individual documents
(able to create an individual url for a document)
- ✓ Admin & Business Owner (TA) able to easily add/remove permissions at folder and document level



Question[?]

What makes the Truly Comprehensive Financial Services™ business model different or better from other Financial Advisor's models?

What's the competitive advantage?



Peek at The Toolkit

Here's how we describe
this issue on
The Trusted Advisor Toolkit™

(we recommend Trusted Advisors have a presentation like this
with their Deliverables Team Members)



The Truly Comprehensive Financial Services™ Business Model

***Is radically **different** from what Ideal Clients
say they have **ever** experienced before***



**Before we came along
Ideal Clients were
accustomed to the
traditional financial services
model**



**In the traditional model
If there's **any** coordination or
overarching strategy,
it's the Ideal Client who's
initiating it**

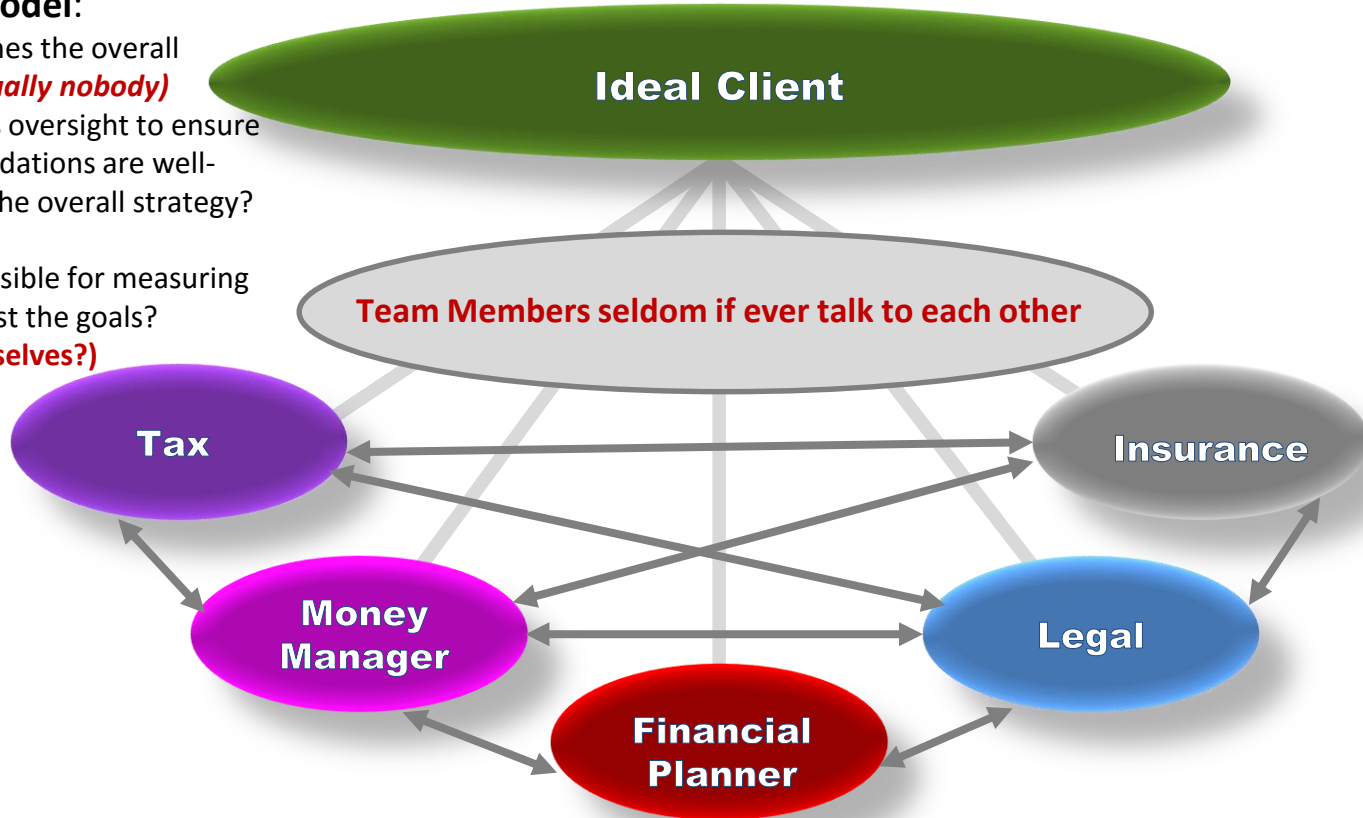
(According to clients, the team members typically do **not
proactively coordinate with each other
on any regular or on-going basis)**

Traditional Financial Services Model



Critical Questions in the Traditional Model:

- ✓ Who establishes the overall strategy? (*usually nobody*)
- ✓ Who provides oversight to ensure all recommendations are well-aligned with the overall strategy? (*usually nobody*)
- ✓ Who's responsible for measuring success against the goals? (*The client themselves?*)



Our competition out there:

In the traditional financial services model, the financial advisor often claims to be a

“one man band”

Ideal Clients are often **suspicious** of this model where no clear team is present.

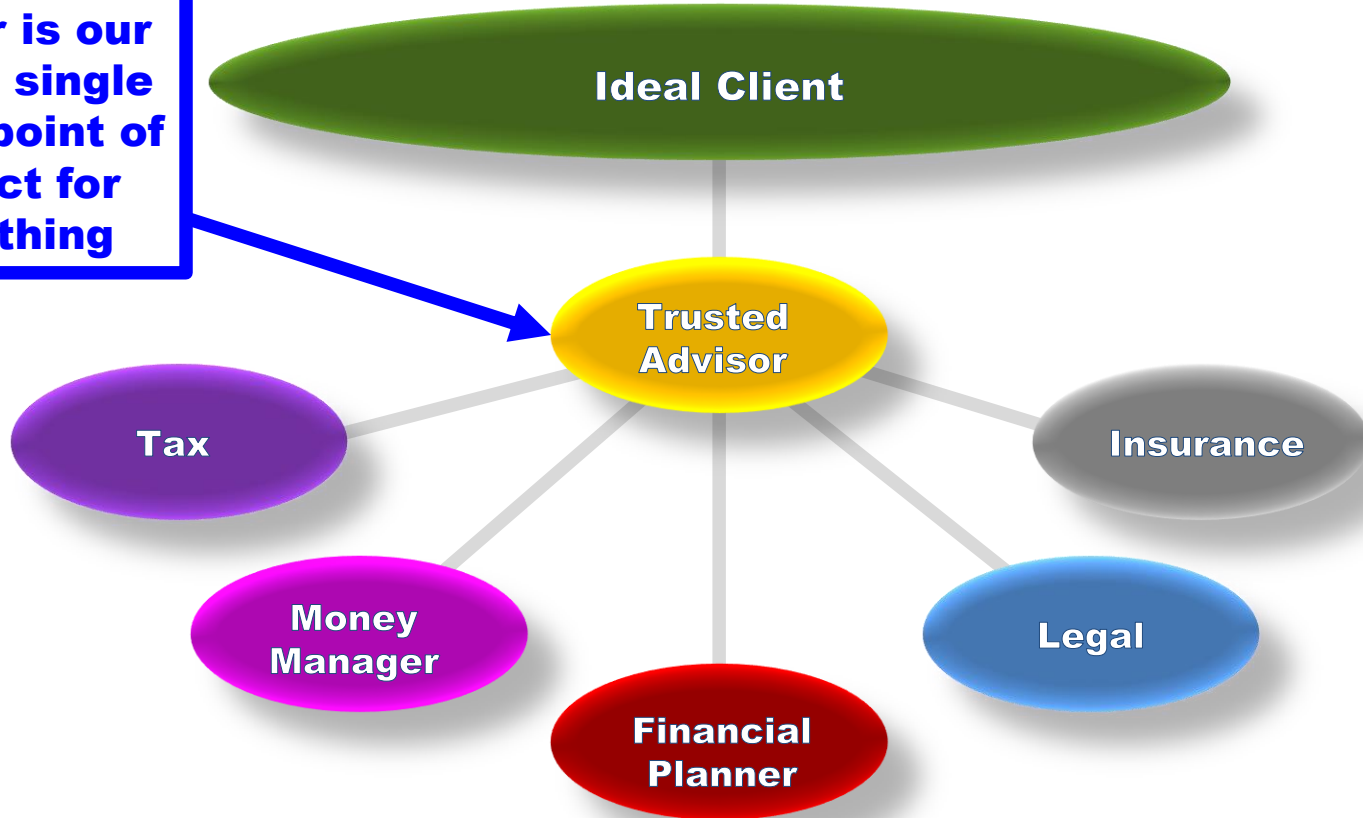


**Our Truly
Comprehensive
Financial Services™
Business Model is
Radically Different**



Truly Comprehensive Financial Services™

The Trusted Advisor is our client's single simple point of contact for everything



**In our model a
“Most Trusted Advisor”
Orchestrates a skilled team
of Subject Matter Experts**





Our Deliverables Team Structure

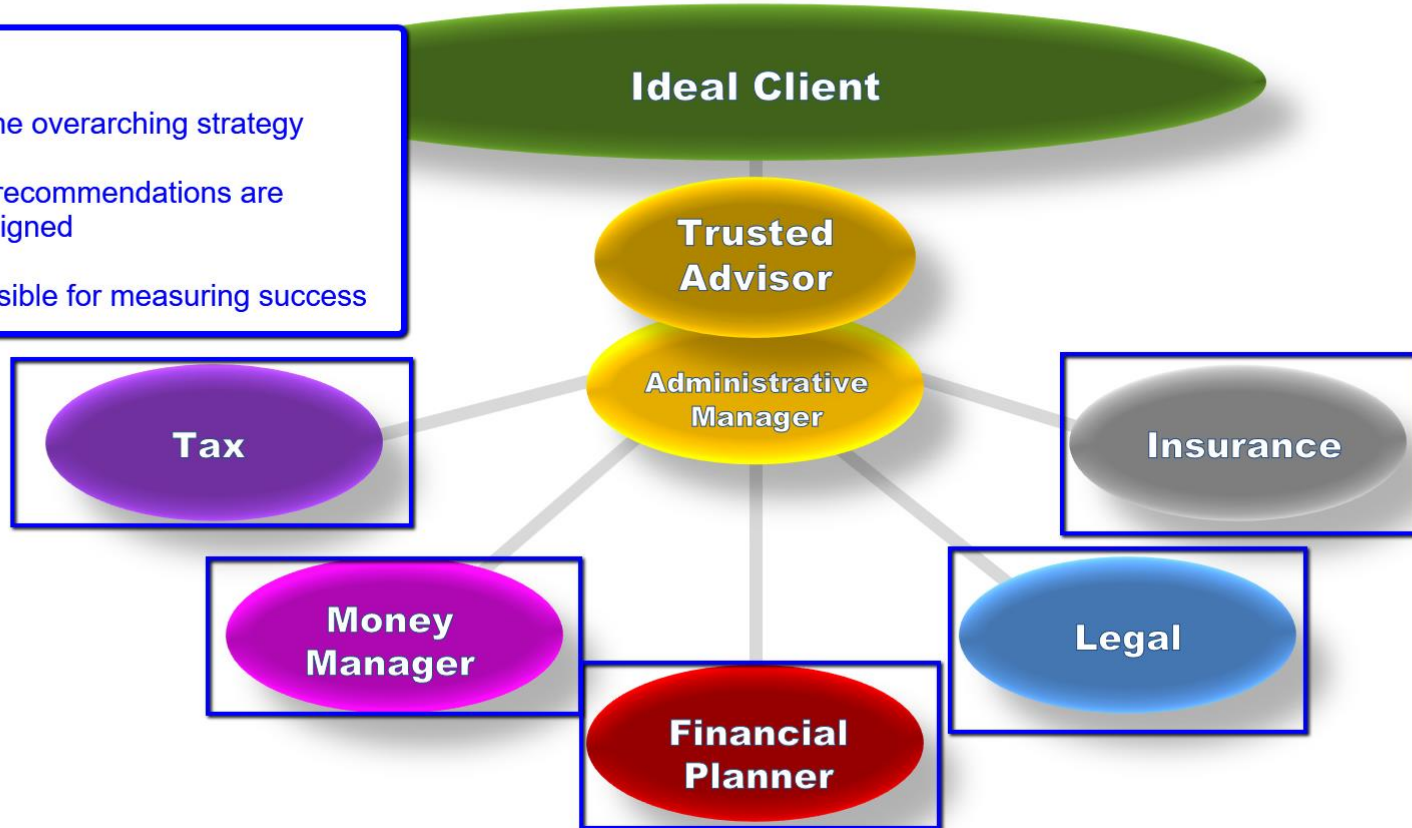




Our Deliverables Team Structure

Our SMEs:

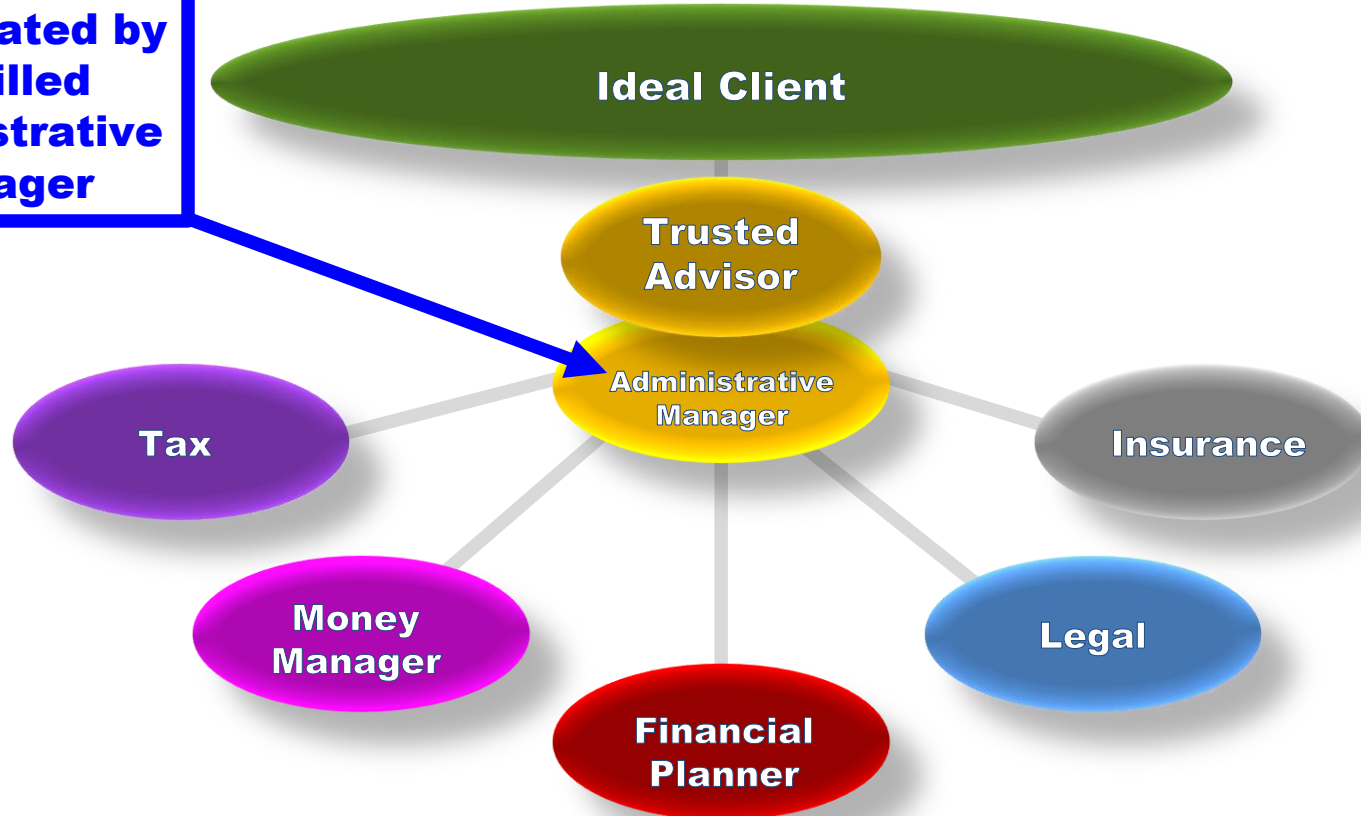
- ▶ Establish the overarching strategy
- ▶ Ensure all recommendations are perfectly aligned
- ▶ Are responsible for measuring success





Our Deliverables Team Structure

**Our SMEs are
coordinated by
a skilled
Administrative
Manager**





Question[?]

What is each Deliverables Team Member's role in the Truly Comprehensive Financial Services™ business model?



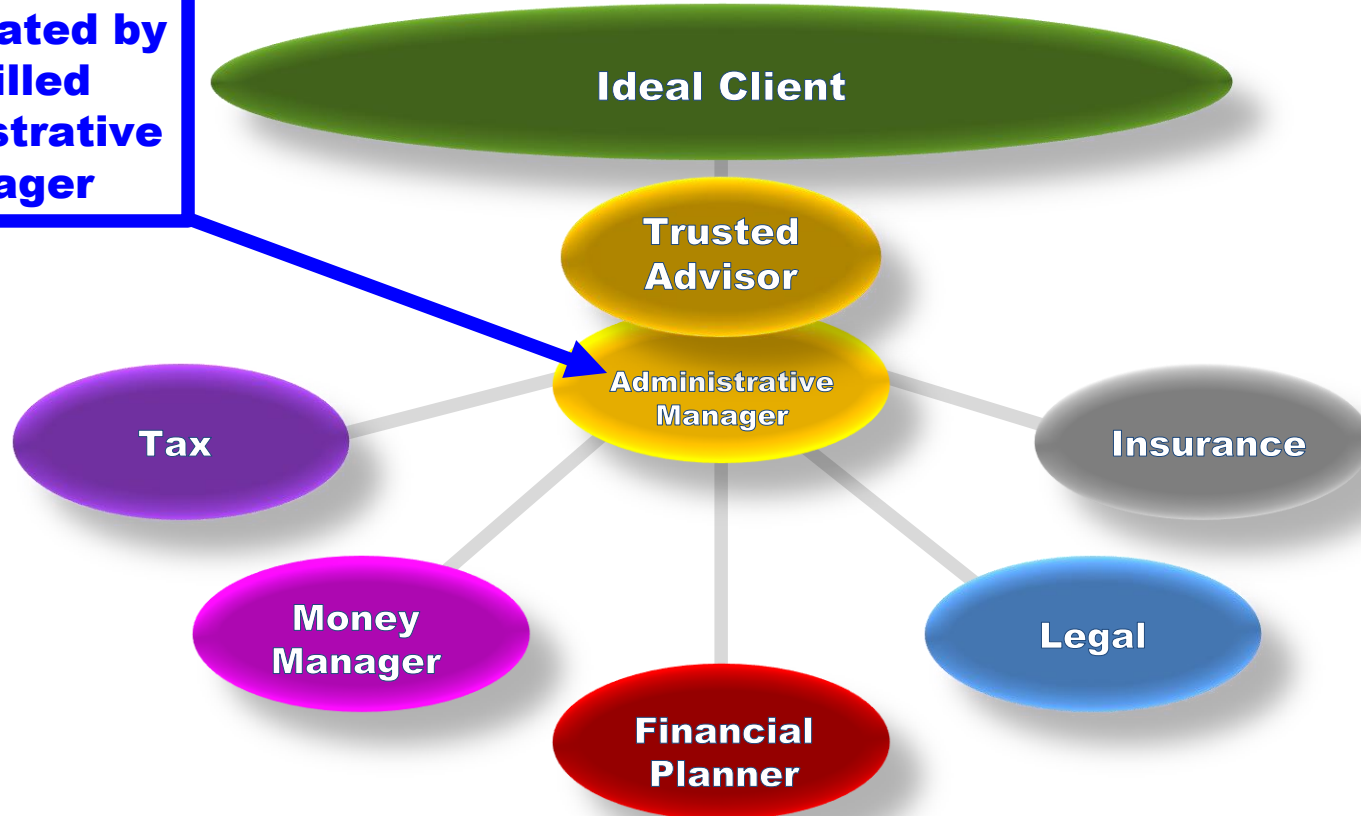
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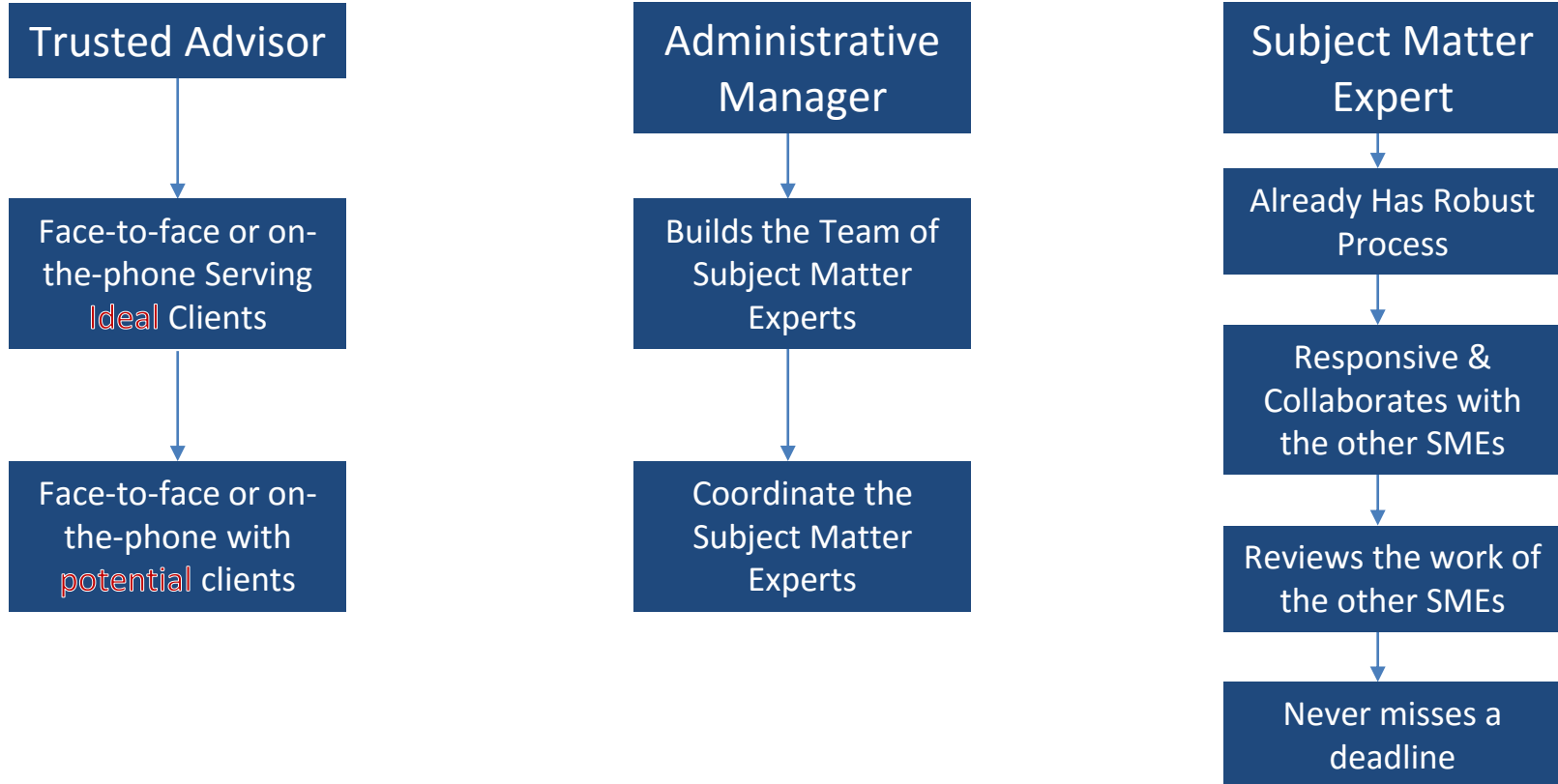


Our Deliverables Team Structure

**Our SMEs are
coordinated by
a skilled
Administrative
Manager**



Everyone On The Team Has Their **Unique** Responsibilities



We recommend the Trusted
Advisor tell each Subject
Matter Expert
something like this...



**As Trusted Advisor, my
job is to make sure every
SME is **skilled**
wants to be
a valuable team player...**

**... and wants
to **actively contribute** to
the team
(**wants** to serve on a team)**



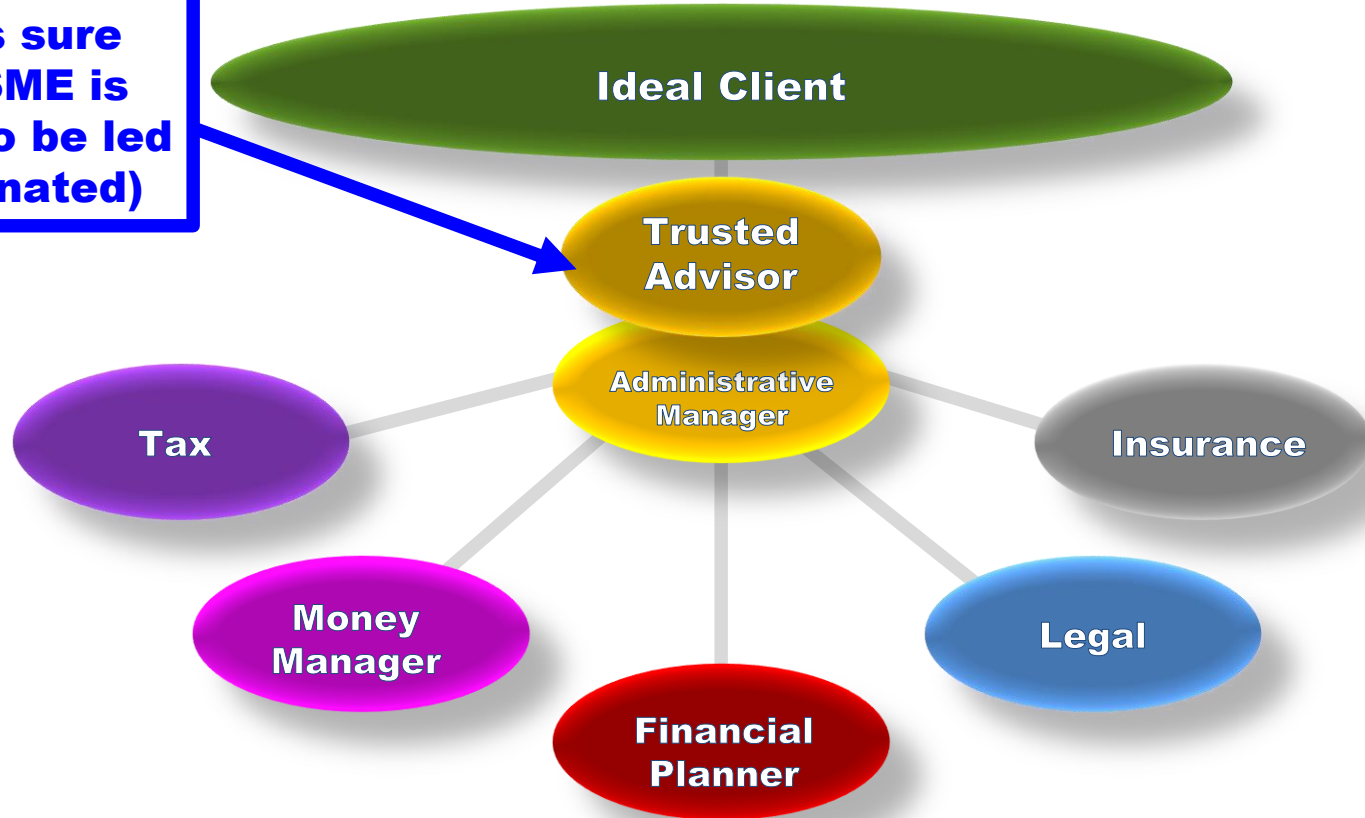
**Our Administrative
Manager's job is to
coordinate our team
of SMEs...**

**...who each
appreciate the
coordination efforts of
our Administrative
Manager**



Our Deliverables Team Structure

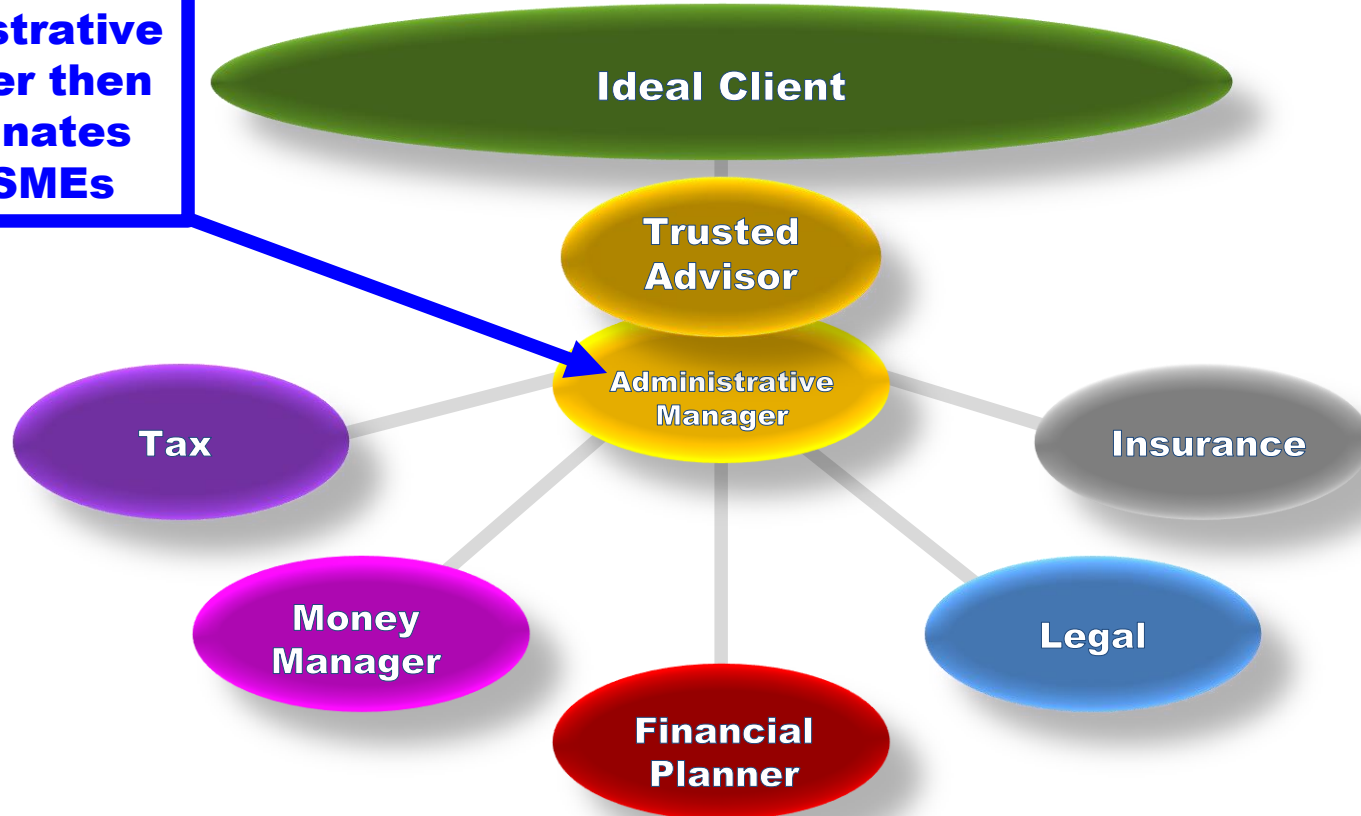
**Trusted Advisor
makes sure
each SME is
willing to be led
(coordinated)**





Our Deliverables Team Structure

**Your
Administrative
Manager then
coordinates
your SMEs**





The Ideal Advisor Profile for The Advisor P.A.C.T. Monthly Program™

This program is best suited for a financial advisor who,

- ✓ Likes the idea of doing a "whole lot more" for a "whole lot fewer" Ideal Clients who pay significantly higher compensation for the unprecedented level of services provided.
- ✓ Is committed to implementing Truly Comprehensive Financial Services™ at some point in the future, and as quickly as possible.
- ✓ Recognizes the wisdom of delivering Comprehensive Financial Services through a skilled team of Subject Matter Experts (Tax, financial planning, tax, estate planning, & insurance)... rather than serving as a one-man-band.
- ✓ Is willing to make the effort to implement this new business model to fill the gap in the marketplace created by financial advisors, and a financial services industry, unable or unwilling to provide Ideal Clients the Comprehensive Financial Services they desire.