ADVISOR PACT™

PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Advisor PACT Monthly Session™

September 20, 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

Your ADVISOR PACT Pledge

PROTECTION

ATTENTION

COORDINATION

TRANSPARENCY

September 20, 2016

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Today's Issues

- ✓ How do I set the vision & describe Truly Comprehensive Financial Services™ to my team?
- ✓ I know with Advisor PACT™ that PACT is an acronym. Could you run through each of the items in the acronym?
- ✓ My compliance department has questions about my new $27,000 annual fee.
- ✓ How do I ensure my team of Subject Matter Experts delivers at a level which will actually impress Ideal Clients?
- ✓ How do I measure success with Truly Comprehensive Financial Services™ & Advisor PACT™?

Question

I’ve scheduled a strategic planning session with my entire team in 2 weeks. I want us to brainstorm how to add more value to our Ideal Client’s financial lives.

But I want to also set the vision for Truly Comprehensive Financial Services™ so that everyone is on the same page.

Any thoughts?

Delivering on the promise of Truly Comprehensive Financial Services™

September 20, 2016

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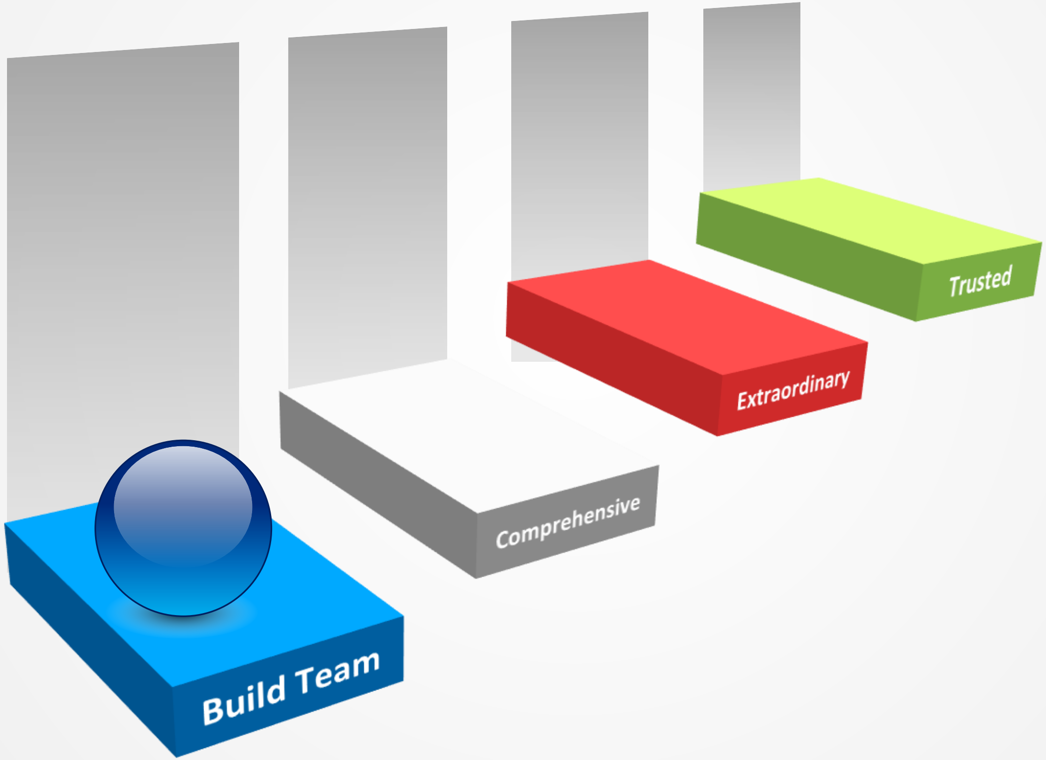
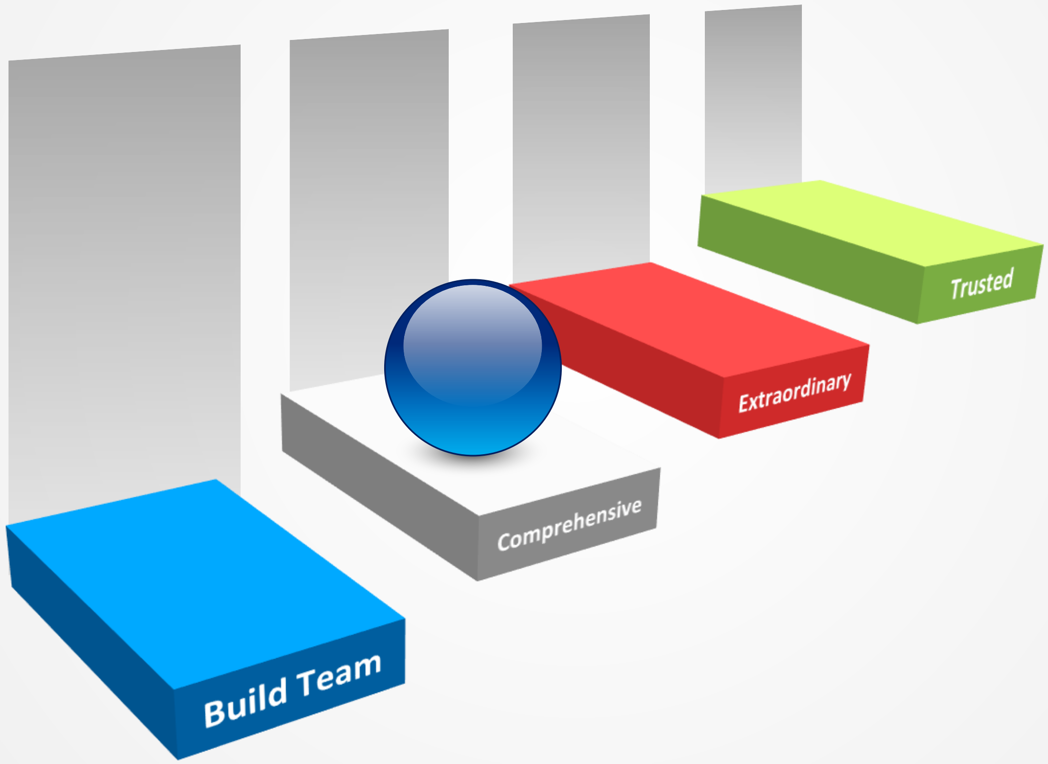
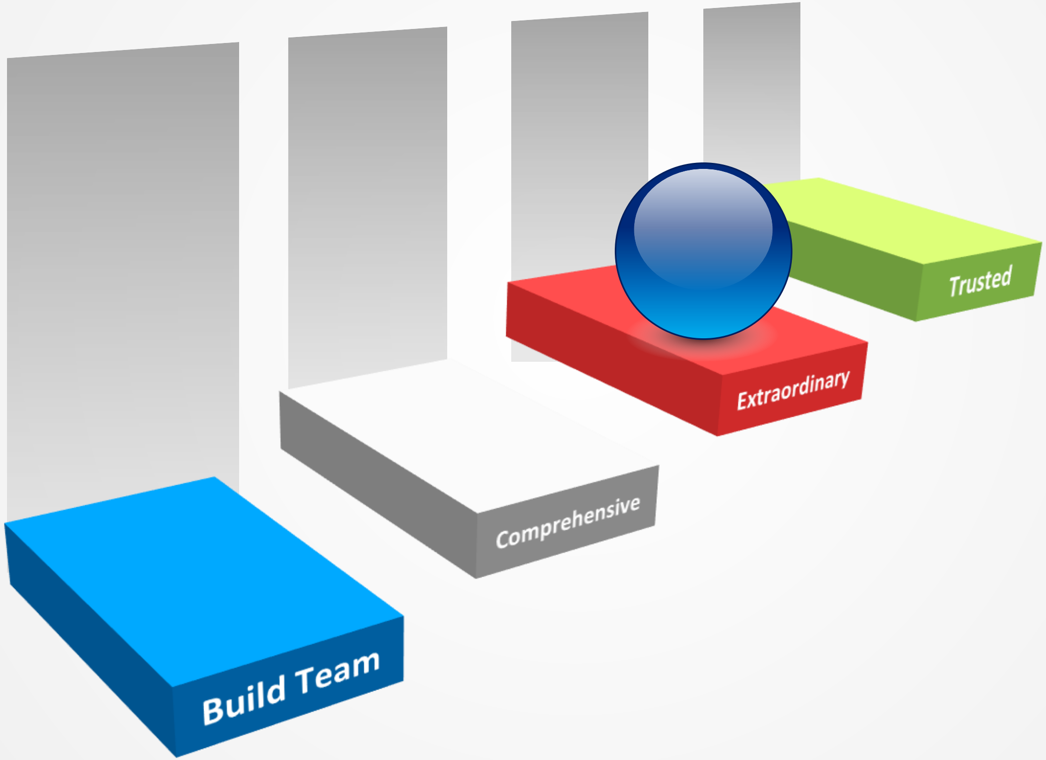
Delivering on The Promise



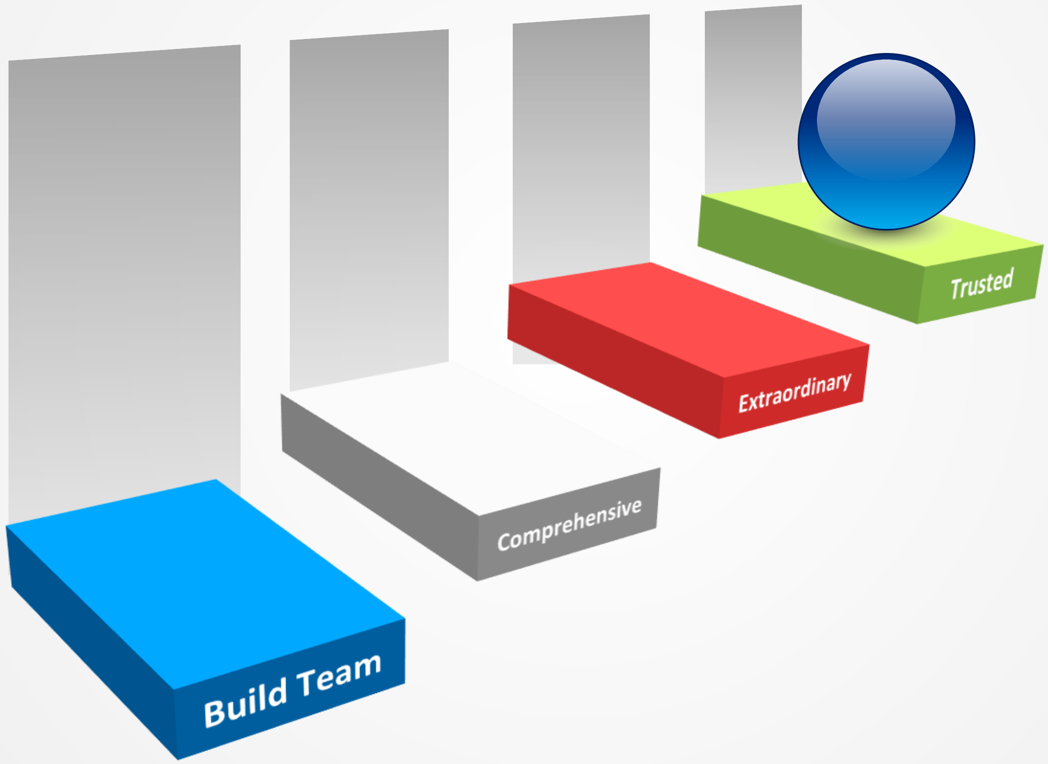
Delivering on The Promise



Delivering on The Promise



Delivering on The Promise



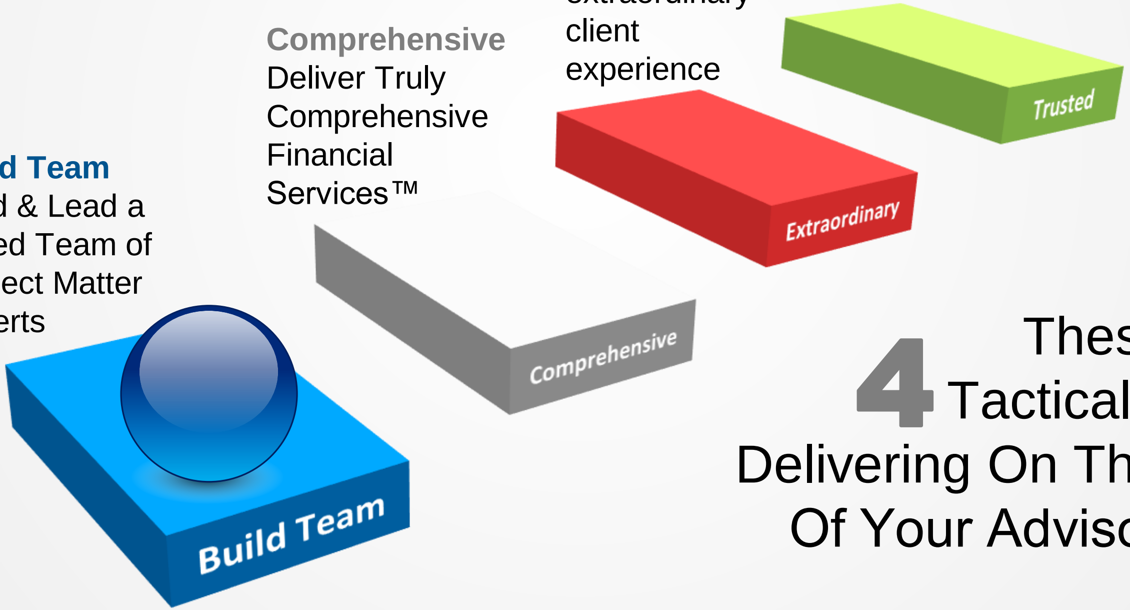
Delivering on The Promise

Build Team
Build & Lead a skilled Team of Subject Matter Experts

Comprehensive
Deliver Truly Comprehensive Financial Services™

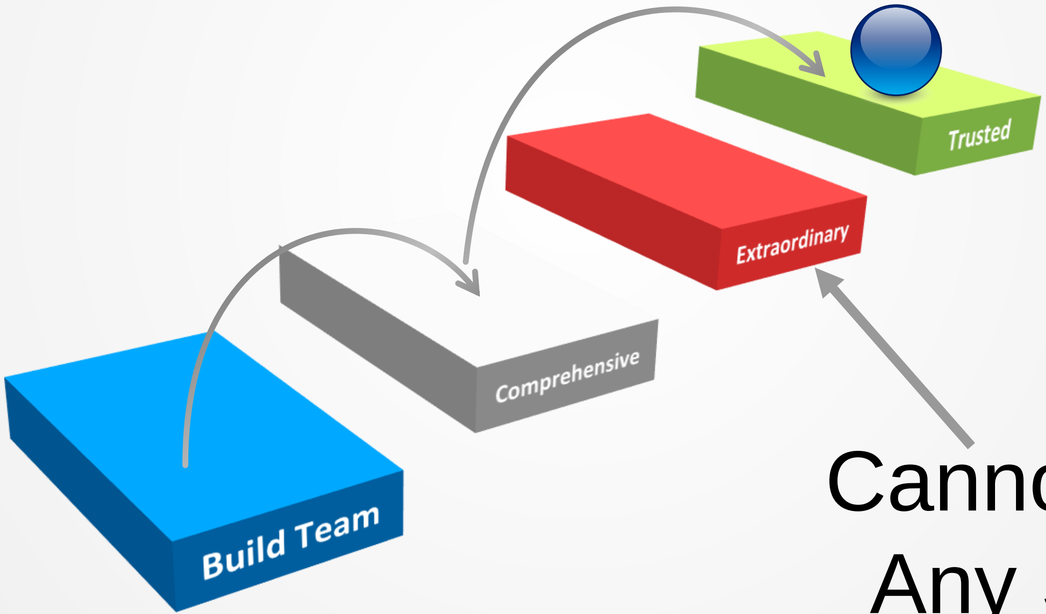
Extraordinary
Deliver an extraordinary client experience

Trusted
Become the **MOST** Trusted Advisor



These Are The 4 Tactical Steps For Delivering On The Promise Of Your Advisor PACT™

Delivering on The Promise



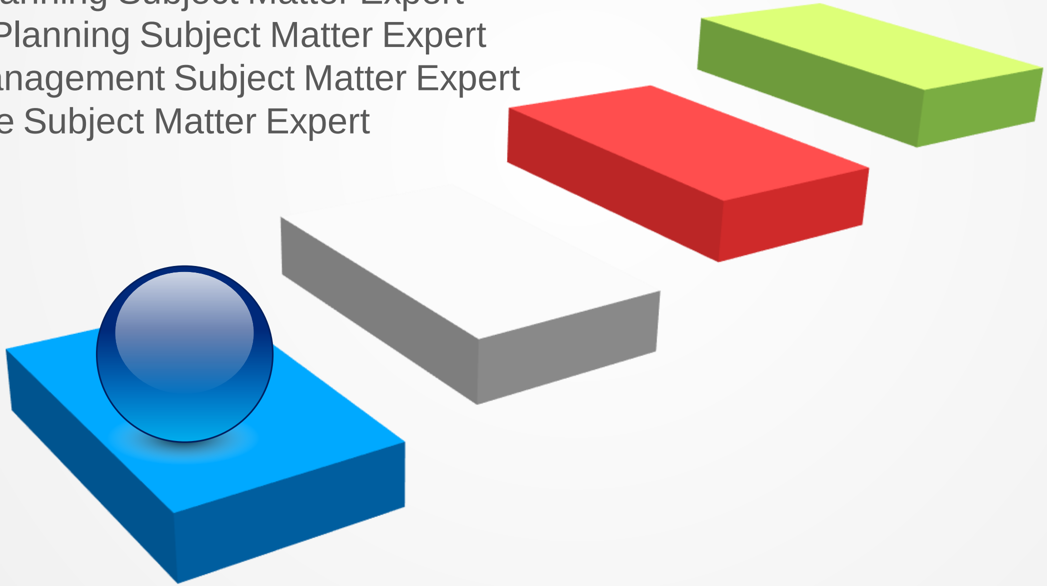
Cannot **Skip**
Any Steps

Delivering on The Promise – Build Team

Build & Lead Your Team

We're going to build a team of highly skilled Subject Matter Experts.

- ✓ A Tax Planning Subject Matter Expert
- ✓ An Estate Planning Subject Matter Expert
- ✓ A Financial Planning Subject Matter Expert
- ✓ A Money Management Subject Matter Expert
- ✓ An Insurance Subject Matter Expert



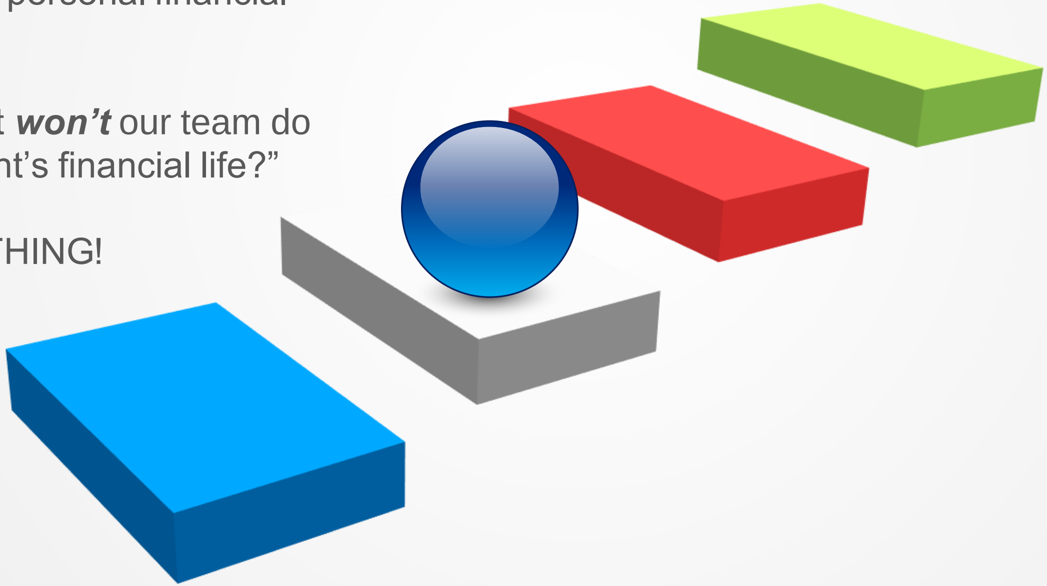
Delivering on The Promise - Comprehensive

Implement Truly Comprehensive Financial Services™

Our skilled team of Subject Matter Experts will coordinate all aspects of an Ideal Client's personal financial affairs.

"Potentially what ***won't*** our team do for an Ideal Client's financial life?"

Answer: … NOTHING!

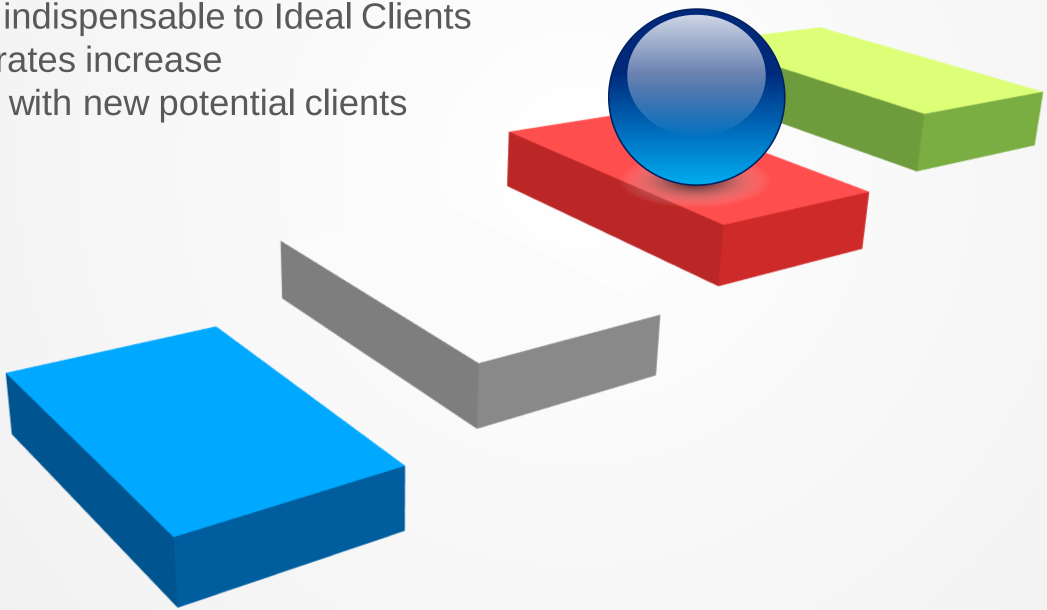


Delivering on The Promise - Extraordinary

Delivering an Extraordinary Client Experience

Our team won't stop increasing value to our clients until

- ✓ We become indispensable to Ideal Clients
- ✓ Our referral rates increase
  (I'm meeting with new potential clients every day)

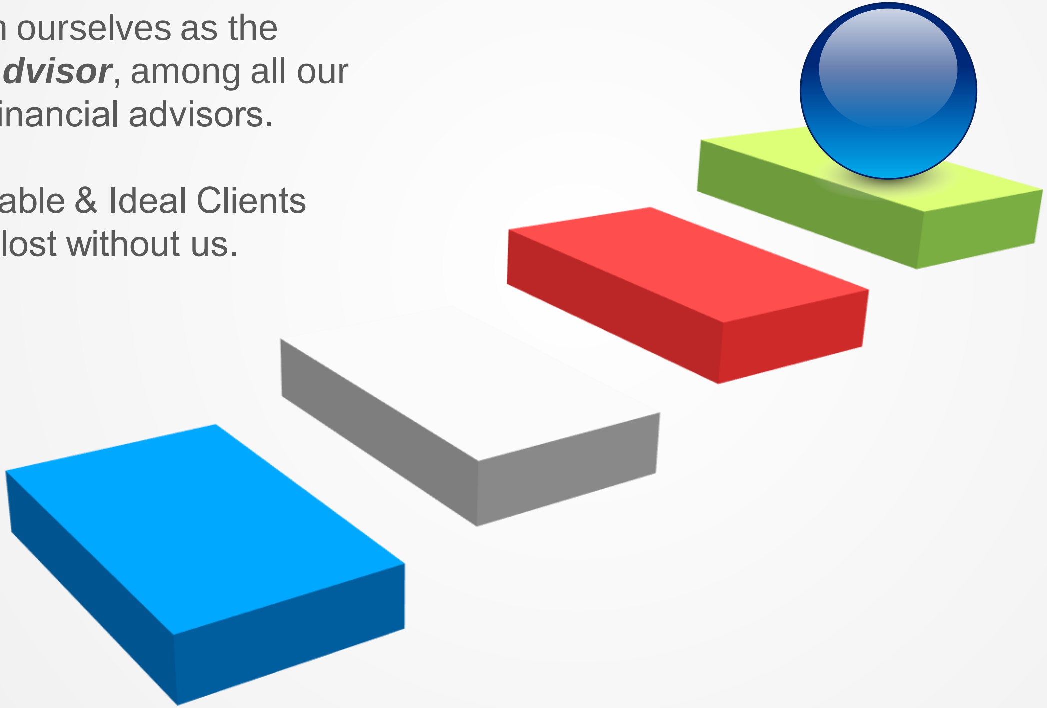


Delivering on The Promise - Trusted

Become The **Most** Trusted Advisor

We will establish ourselves as the ***Most Trusted Advisor***, among all our client's various financial advisors.

We're indispensable & Ideal Clients tell us they'd be lost without us.

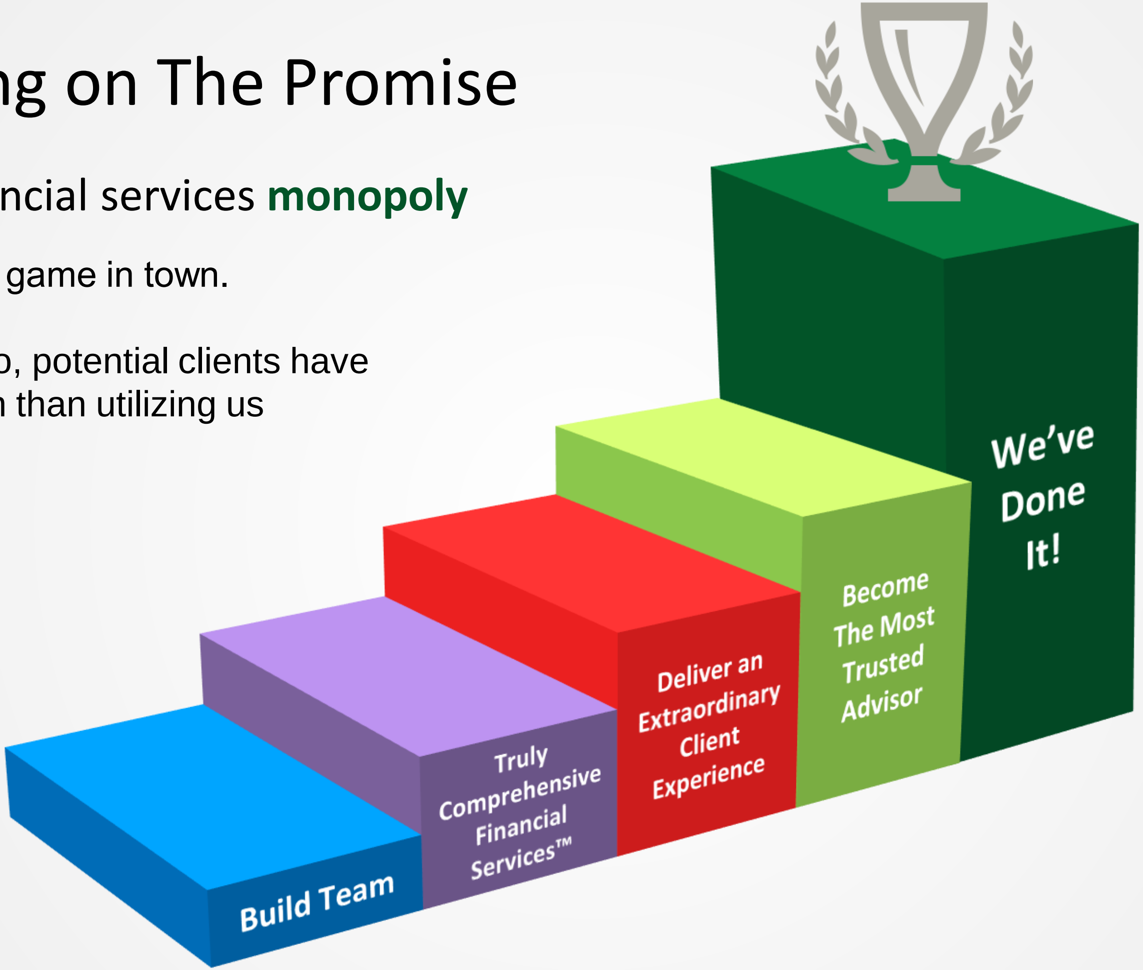


Delivering on The Promise

We’re a financial services **monopoly**

We’re the only game in town.

For what we do, potential clients have no other option than utilizing us



Delivering on The Promise

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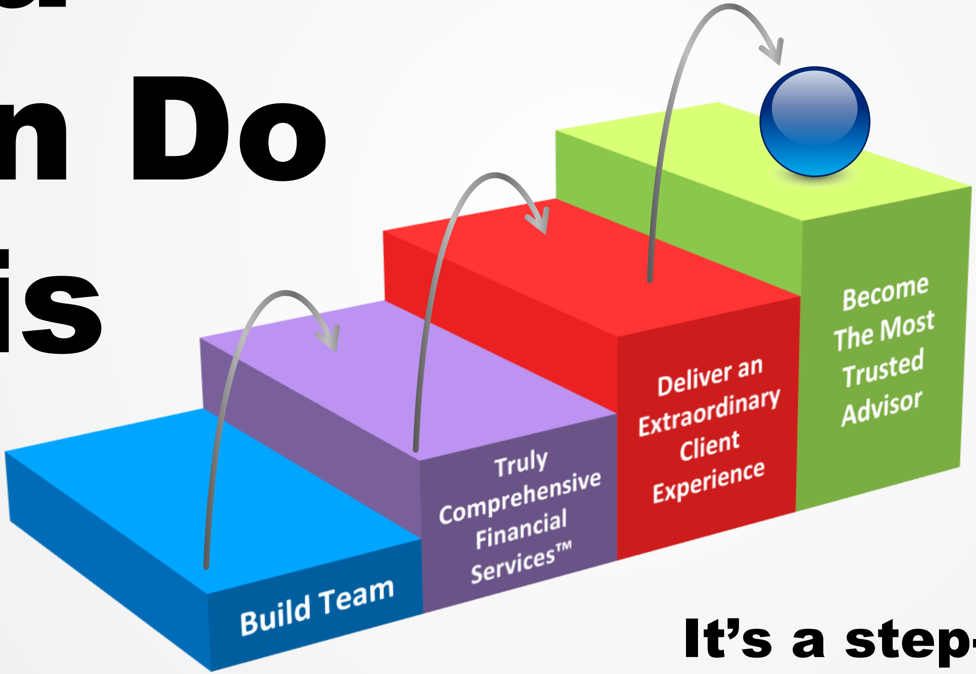
You Can Do This



It's a step-by-step process

Question

I know with Advisor PACT™ that PACT is an acronym.

Could you run through each of the items in the acronym?

Your

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PROTECTION ATTENTION COORDINATION TRANSPARENCY

Pledge

P: Protection

A: Attention

C: Coordination

T: Transparency

1

Protection

- ✓ A pledge to "police" every financial product and financial person to identify and expose any and all conflicts of interest
- ✓ Nobody on the team is profiting from their own recommendations
- ✓ If there's a fraudulent investment in the portfolio, a professional process to expose is in place to eliminate it… before it blows up.

2

Attention

- ✓ A process in place to identify, in real time, those predictable times when an Ideal Client's strategy drifts off-course… even slightly
- ✓ Routinely recommends the necessary course-corrections required to remain on-track to the financial objectives established
- ✓ Meet with every Ideal Client at least once every 4 months

- ✓ A pledge to coordinate all the financial products and the financial people in an Ideal Client's life
- ✓ Coordinate with other team members to ensure that every recommendation is perfectly aligned with the client's overarching strategy… before the recommendation is made
- ✓ Ensures that every professional on the team reviews the work of all the others before the client sees it… Peer review & oversight!

3

Coordination

4

Transparency

- ✓ A promise to report on all costs annually for each Ideal Client
- ✓ A pledge to flush-out & disclose all hidden fees & costs
- ✓ A simple transparency report for your client projecting (estimating)
  - ✓ What each financial product will cost over the next 12 months
  - ✓ What every individual on the team is estimated to earn (total compensation), attributable to this client, over the next 12-months

Your ADVISOR PACT

PROTECTION ATTENTION COORDINATION TRANSPARENCY

A pledge To Every Ideal Client

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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

My compliance department has questions about my new fee. In elevating my service to Comprehensive Financial Services (through Advisor PACT™ methodology),

I'm now raising my fee for Ideal Clients to $27,000/year.

Prior to this, my highest service level was $6,000 (+ a % of AUM).

How do I explain such a large jump in compensation to my compliance people?

Advisor PACT™ – Your Business Structure

Advisor PACT™ – Your Business Structure

20%: Investment Advice

Through a Registered Investment Advisor
(Set up your own RIA?)

Run 20% of your fee through the RIA

80%: Non-Investment Advice

As an Outside Business Activity (OBA)
(set up an entity for your OBA)

Run 80% of your fee through your OBA

You'll be compensated through 2 separate entities

(cleaner compliance)

Being compensated $27,000/year means your **mission objective** is now to…

- ✓ Deliver on the promise of Truly Comprehensive Financial Services™ through a skilled team of Subject Matter Experts
- ✓ Deliver an extraordinary client experience
- ✓ Become indispensable
- ✓ Ensure that when your Ideal Clients walks out of each meeting
  they think, "that meeting was important &
  that meeting was worth $9,000 to me"

Question

How do I ensure my team of Subject Matter Experts delivers at a level which will impress Ideal Clients?

I've now acquired 4 of my 5 Subject Matter Experts
and one of them is definitely ***not*** impressive
(misses deadlines, the recommendations are boiler plate
& is otherwise un-remarkable).

Hard for me to see clients introducing me to all their friends with this Subject Matter Expert on my team

Controlled Turnover

It's **their** job
Not yours
to produce a **quality** work product
which will be both
stunning and **remarkable**
to your Ideal Clients

(That's **their** responsibility)

It’s **your** job

To **encourage** and **support** your Subject Matter Experts.

It’s your job to show each SME you have **confidence** in them to perform

But ultimately it’s **their** job to perform at **impressive** levels

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The Three Meeting Process™

Allow each Subject Matter Expert **one client meeting cycle** (120 days) to demonstrate that they're **up to these standards**. Capable of **impressing clients** who meet your Ideal Client Profile

If **do** they meet the standard…
lavish them with praise & establish them as role models

If they **don't** meet the standard… Don't wait:
immediately begin interviewing candidates to **replace** them.

One "Client Meeting Cycle" is 4 months

You'll meet with every Ideal Client once every 4 months

The Comprehensive Safety Review™	The Goal Progress Outlook™	The Annual Review™

Question

How do I measure success with Truly Comprehensive Financial Services™ & Advisor PACT™?

What do I tell my team that the objective measurement of success is so that we all know we're succeeding?

"Strategy is either changing the game, or changing the way the game is played"

-Rick Barrera

Not **Every** client is seeking Comprehensive Financial Services

But there are millions
of multi-millionaires
out there who ARE...

...and who cannot find it
anywhere at any price

So rather than **compete** with other Financial Advisors You chose to **Change** the game!

Merging New Mindset with a New Business Model

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Your new Mindset Is Advisor PACT™ & Your New Business Model is Truly Comprehensive Financial Services™

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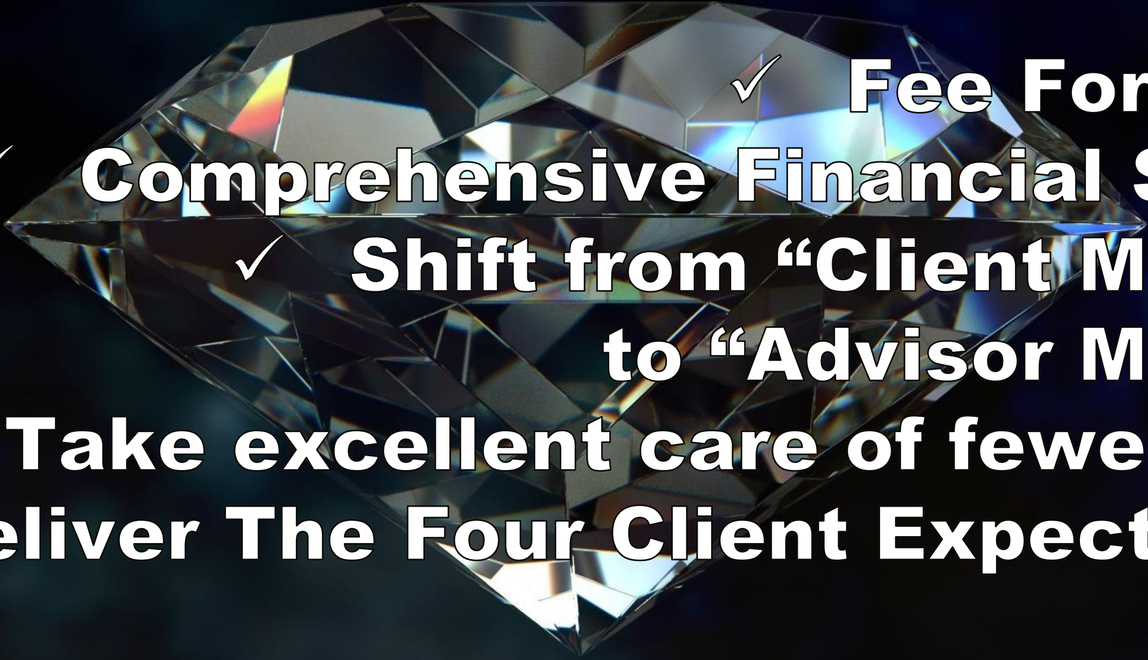
The
Truly Comprehensive Financial Services™
Business Model

The New Business Model



- ✓ Fee For Service
- ✓ Comprehensive Financial Services
- ✓ Shift from “Client Managed” to “Advisor Managed”
- ✓ Take excellent care of fewer clients
- ✓ Deliver The Four Client Expectations™

How do you **measure** success?

The Advisor Value Score™

(AVS)

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However there's a simple measure which is highly accurate

(can implement **today**)

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The most relevant measure of success

Referrals

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PROTECTION ATTENTION COORDINATION TRANSPARENCY

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.