ADVISOR PACT™

PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Advisor PACT Monthly Session™

May 19, 2020

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

To have the best experience today...

- ✓ Turn everything **else** off.
- ✓ For the next hour, don't check **emails**
- ✓ Close all **browsers**
- ✓ Turn off your **Phone**
- ✓ Multi-tasking **isn't** a thing (focus is the thing)

Have You Considered...

Something discussed today might just be a game-changer for your business?
You might miss it... if you're not focused.

Powered by SpeakPipe

Send a voice message to Mark McKenna Little

What's your issue today?
If you could ask just 1 question, what would it be? Your Biggest Struggle?

Is your microphone ready?

Start recording

1 Record - 2 Listen - 3 Send

Mark McKenna Little

Mark McKenna Little | Founder/Creator | The Mark of Mastery™ For Financial Advisors
www.TheMarkOfMastery.com
https://themarkofmastery.com/

advisorpact.me/question

Questions for today's session

- ✓ Could you review The Truth in Fees Exercise™?
- ✓ I have 2 clients who want to sell investments and sit on the sidelines to protect from further drops.
- ✓ NEW: Announcing Office Hours Mon & Thu so you can get one-on-one coaching twice a week in May & June.

The 2 Transparency Reports

- ✓ Could you review The Truth in Fees Exercise™?

Compensation Transparency Report by Holding

Holding	Compensation Since Inception (Estimate)	Compensation Next 12-months (Estimate)
XYY Investment Portfolio (Inception: Sep 18, 2005)	• Tom Smith (previous advisor): $32,789 • Internal fees: $27,478	Internal fees: $13,739
ZZY Investment Portfolio (Inception: Jan 14, 2001)	• Tom Smith (previous advisor): $225,000 • Internal fees: $222,500	Internal fees: $22,250
ABC Retirement Fund (Inception: Jan 12, 2001)	• Tom Smith (previous advisor): $60,000 • Internal fees: $60,750	Internal fees: $6,750
HOUR Investment Portfolio (Inception: Dec 2 2006)	Internal fees: $10,070	Internal fees: $8,020
Totals	• **Tom Smith (previous advisor): $317,789** • **Internal fees: $320,798**	**Internal fees: $50,759**

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List every holding

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Compensation Transparency Report by Holding

Note the compensation paid to advisors or institutions since inception (including internal hidden fees)

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Compensation Transparency Report by Holding

Estimate the compensation for each holding over the next 12-months (including internal hidden fees)

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Compensation Transparency Report by Team Member

Deliverables Team	Compensation Past 12-months (Estimate)	Compensation Next 12-months (Estimate)
Mark McKenna Little Trusted Advisor	$40,000	$40,000
Sonny Tanager Money Mgmt Subject Matter Expert	$0 (paid by Mark)	$0 (paid by Mark)
Fin Anschel-Pran Financial Planning Subject Matter Expert	$0 (paid by Mark)	$0 (paid by Mark)
Robert T. Barnes III Estate Planning Subject Matter Expert	$0 (paid by Mark)	$2,200 (Estimated revisions to your trust)
Max Taxman Tax Planning Subject Matter Expert	$0 (paid by Mark)	$1,800 (NEW: Generation skipping trust tax return preparation)
Durance Eggspert Insurance Planning Subject Matter Expert	$0 (paid by Mark)	$0 (paid by Mark)
Your General P&C Insurance Agent (commissions + estimated product costs)	$2,800	$3,200
Totals	**$42,800**	**$47,200**

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May 19, 2020

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Totals **versus $50,755 previous advisor (all hidden fees)**	**$42,800**	**$47,200**

We create The Truth in Fees Exercise™ for Potential Clients, before they become Ideal Clients.

These 2 Transparency Reports are then updated for every Ideal Client annually

The 2 Transparency Reports

- ✓ I have 2 clients who want to sell investments and sit on the sidelines to protect from further drops.

That's not financial delegator behavior

(and recall that I only work with financial delegators?)

Our Ideal Client

The Client we serve the best has the following qualities:

- **THEY ARE FINANCIAL DELEGATORS:** Our community of clients appreciate, and are happy to follow, the advice of a team of financial experts coordinated by a single Trusted Advisor.

- **THEY ARE PASSIONATE ABOUT GOALS:** Our clients realize that achieving their

- **THEY ARE FINANCIAL DELEGATORS:** Our community of clients appreciate, and are happy to follow, the advice of a team of financial experts coordinated by a single Trusted Advisor.

- **THEY VALUE OUR WORK TOGETHER:** Our clients appreciate advice and guidance. Due to the high level of client interaction and attention, our services make sense for families who have accumulated more $5,000,000, not including the value of their home

- **THEY FOCUS ON WHAT'S IMPORTANT:** Our clients delegate financial matters so they can focus their valuable time and energy on the things in their life that are most important to them. Clients who appreciate an advisor who views their role as to protect the financial assets, and the financial strategy, allowing clients to focus upon the things which matter most in life.

- **THEY APPRECIATE THE CANDID TRUTH:** Our clients want to hear the truth from us regarding their financial situation…no matter what. Clients who rely upon complete transparency from their advisor.

Once we have a community of one hundred clients who meet this profile we will not be accepting any new clients.

Dow Jones Industrial Average

24,472.80 -124.57 (0.51%)

May 19, 10:29 AM EDT · Disclaimer

1 day | 5 days | 1 month | 6 months | YTD | 1 year | 5 years | Max

Were you under the impression that markets don't routinely move down as well as up? That it's normal?

Open	24,577.48	Low	24,376.19
High	24,595.25		

Dow Jones Industrial Average

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1987 was my first year in the investment business. I was licensed in March and Black Monday was in October

You can barely see it on the chart today, but here's what it looked like to clients that year...


^DJI - Daily 9/3/1988 Open 2079.08, Hi 2094.16, Lo 2064.49, Close 2074.27 (-0.3%)
^DJI
Dow Jones Industrial Average Index
Up Flow
AmiBrokerAcademy.com 2018
2,074.27
2,800
2,700
2,600
2,500
2,400
2,300
2,200
2,100
2,000
1,900
1,800
1,700
1,600
1,500
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
1987
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
1988
Feb
Mar

Dow Jones Industrial Average

This is not a casino and you're not playing the odds..

These are companies managed by professionals.

You're in a diversified basket of some of the world's most well-run companies

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- Earnings
- Earnings are announced quarterly
- How long will it take these managers to figure out how to increase earnings?
- Some companies are benefitting from this economy

Office Hours on Mondays and Thursdays

- ✓ NEW: Announcing Office Hours Mon & Thu so you can get one-on-one coaching twice a week in May & June.

Drop-in for one-on-one coaching on Monday afternoons and Thursday mornings in May & June

Next 2 Sessions

Thu May 21st

- Pacific Time: 8.00a - 9.00a
- Mountain Time: 9.00a - 10.00a
- Central Time: 10.00a - 11.00a
- Eastern Time: 12.00p - 1.00p
- London UK: 4.00p - 5.00p

Tue May 26th (Mon is Memorial Day)

- Pacific Time: 3.30p - 4.30p
- Mountain Time: 4.30p - 5.30p
- Central Time: 6.30p - 7.30p
- Eastern Time: 7.30p - 8.30p
- Sydney Aus: 8.30a - 9.30a Wed 27th May

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Is your microphone ready?

Start recording

1 Record - 2 Listen - 3 Send

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Mark McKenna Little | Founder/Creator | The Mark of Mastery™ For Financial Advisors
www.TheMarkOfMastery.com
https://themarkofmastery.com/

advisorpact.me/question


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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.