

# A Masterful Approach to Demonstrate Value

There are three keyways you can demonstrate exceptional value to your clients through the PFO Concept and your commitment to keeping it relevant and up to date.



## Provide them with Updated Information You Create & Deliver

There are a few core items you will want to update as a matter of engaging in a meaningful Wealth Management Review & Planning Session with your clients, including:

- **Financial Planning** which can be housed in the Retirement Planning Tab and may be a full Financial Plan update or specific aspects requiring updates at that time such as: Retirement Planning, Cashflow Planning, Education Planning, etc.
- **Current Portfolio Summary** which can be housed in the Investment Management Tab provides an overview of the Investment Management you are providing and includes things such as holdings, values, and asset allocation.
- **Net Worth Statement** which can be housed in the Cashflow Tab provides a baseline financial report card for clients and summarizes the collective results of all their wealth management efforts.
- **PFO Summary** which can be housed at the front of the PFO Binder and serves as the executive summary for everything you are doing on behalf of your client. This is the roadmap that defines all you have done, are doing, and can do for your clients over the lifetime of working together.

There may be other updates you need to provide them with at this meeting, based on specific deliverables or solutions you have been engaged in since their last meeting. This might include a new **Insurance Policy**.

All updates you provide to your clients for their PFO binder should be three-hole punched and ready to insert. If you are mailing these updates after, or in between meetings, be sure to send them in a full-size business envelope so they are not folded up – and of course, ensuring they are three-hole punched and include a note with respect to where they go in the PFO binder.



## Give them Something New & Insightful to Think About

In addition to the items that you specifically create and deliver when you are preparing to meet with your clients, we recommend you consider picking one item as a theme for updating with your clients each year. You can look at the major sections of the PFO below and easily identify an area for meaningful education, discussion and/or engagement:

- Cashflow Planning
- Tax Planning
- Retirement Planning
- Investment Management
- Your Family's Security
- Caring for Others
- Your Legacy
- Business Succession & Planning

Here are some great ideas to consider as additions to your PFO over the coming years. Many of these may be available from your Financial Organization, Wholesalers, Strategic Partners, or other Professionals you have in your network. You may also be able to find great templates for some of these online that are available for complimentary use. You may also wish to custom create your own.

### Cashflow Planning

- Cashflow is often a key component of achieving specific goals, so be sure to ask your clients to complete the What's Important to Them? section. This will lead to an enjoyable conversation and likely result in the celebrating of past goals and initiation of new ones. Always be on the lookout for Moments of Truth during this discussion as well.
- Provide them with helpful information related to cyber security and for monitoring their credit rating.
- Provide them with annual budgeting tools each year to help them manage their goals and/or help navigate life changes where appropriate.

### Tax Planning

- Provide them with an annual Tax Package with everything they need to easily complete their taxes (gain/loss reports). Refer to the following samples:
  - Tax Packages for Your High Value Clients
  - Tax Package Cover Letter
  - Tax Information Sample
- Provide them with Important Tax Information & Dates (what to expect and when) which are readily available from financial advisory firms and/or CPAs.
- Provide them with the schedule of various Tax Rates.
- Collect or confirm contact information related to their current CPA or Accountant. You can also offer to initiate a Letter of Authorization (LOA) which enables you and their appointed CPA to

exchange essential information to ensure everyone is working in unison as it relates to the client goals.

- Send them the onetime Tax Planning Kit as an extension of the PFO concept – refer to the resources provided in this best practice.

## Retirement Planning

- Provide them with a helpful checklist about preparing for retirement beyond the financial aspects.
- Provide them with helpful information about decision-making related to when to collect their government provided old-age pensions.

## Your Family's Security

- Check with your clients regarding their Insurance Needs. This can be done by your team if Insurance Licenses are held or can be coordinated by the Insurance Advisor you have aligned with as a strategic partner:
  - Life Insurance
  - Critical Illness & Disability Insurance
- You can also confirm name and contact information of their Insurance Advisor (if it is not your team).

## Caring For Others

- Provide them with helpful information about Education Savings & Planning.
- Provide them with guidance for managing those with Special Needs – including aspects that may go beyond the financial aspects you are directly responsible for.
- Consider offering them separate PFO binders for the others they care for to help them separate affairs easily – this may be a special needs dependent or an aging parent.
- Provide them with an Executor Checklist - these resources are often available by Attorneys and/or your firm and quite honestly, there is a strong probability that your client is an Executor for someone. Not only will it prepare them, but it is a great form of educating them for how to organize their own affairs.

## Your Legacy

- Provide them with a comprehensive Estate Planning Checklist for their binder.
- In addition to providing the checklist, you may want to assign some homework around completing specific pages. We all know this information is important, but who has time to do it? The problem is, by the time you need it, it is often too late. Be the hero that coaches your client to complete this, so it is there when they need it.
- Conduct Will, Power of Attorney & Beneficiary Reviews: Significant life events happen to your clients and some of them have a profound effect on their last & final wishes. It's important you check in on the state of their Will, as well as who you have on file as beneficiaries for their accounts.

- The Family Love Letter: This concept is about encouraging them to write, draw, sing or create anything they would like their family to know in the event of something happening.
- You can also confirm name and contact information of their Lawyer.
- You can also refer them to a good Lawyer or Attorney if they need one.

## Business Planning & Succession

- Provide them with information related to business succession planning.
- Convey to them the other business owner services available from you or others at your organization – for instance, Group Investment Plans, Group Benefits, Commercial Banking & Lending, Corporate Investing & business-related insurance (Key Man & Commercial Insurance).

Some of the resources mentioned above will result in meaningful conversations which are clearly more effective in person during a meeting, however, some of these may also be initiated via mail or email. Regardless, we always recommend follow up on these types of initiatives in their very next meeting to ensure it was not missed or forgotten.

Teams will generally pick what to focus on, based on what is going on in the industry environment, recent changes to regulations or laws, and/or the general themes they are observing in client conversations. Always look to your firm and/or strategic partners for quality resources you can share with your clients as part of the PFO process.



## Encourage Updating Information Others Create & Deliver

There are many different things your clients may be keeping in their PFO binder to keep everything in one place, in addition to the various things you are providing them – which is great!

Here are a few other things they may be storing in their binder:

- Property Assessments
- Property Tax Notices & Payments Receipts
- Property Insurance Policy
- Copies of Identification (Driver's License, Passports, Medical Cards, etc.)
- Keys to their Safe Deposit Box

This centralized method of organizing all things wealth related is what most clients are lacking, and therefore, they value and appreciate this service as part of what you do for them.

Ask them if they have been keeping their PFO binder up-to-date and consider providing them with a PFO Checklist of Important Items – refer to the following page.