**A picture containing text, clipart

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**Annual Best Practice**

**Check Up**

Graphical user interface

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**A simple guide to plan for continued success.**

Completed by:

Completed on:

**PILLAR 1: Client Analysis**

**OUR ANNUAL ASSESSMENT**

We have an individual managing **CLIENT ANALYSIS** for the team

Our Client Classification framework is current and up to date including:

Our Ideal Client Profile

Our Knock-Out Factors

Our Client Classification Framework

All of our clients are coded accurately on our CRM

We have updated our Rightsizing Worksheet and have keen sense of:

Our Progress in terms of number of AAA and AA clients

Our progress with Average Account Size (AUM) & Revenue Per Client

Which clients we want to grow and by how much

Which clients we want to realign or reduce and how

We have reviewed referrals received last year and have identified future potential

**CLIENT ANLAYSIS GOALS & ACTION ITEMS**

**PILLAR 2: Client Experience**

**OUR ANNUAL ASSESSMENT**

We have an individual managing **CLIENT EXPERIENCE** for the team

We have Client Profiles (family, recreation, occupation, interests) for each of our best clients.

We are successfully delivering our Client Experience:

Proactive Review Meetings

Relationship Calls

Service Calls

Thanksgiving Acknowledgement

Moment of Truth

Relationship Calls

Birthday Cards & Annual Client Gifts

Client Events including Annual Schedule of Events

Newsletters

Other

Our **CLIENT EXPERIENCE** is fully automated on the CRM

Our Marketing & Branding is up to date:

Introduction Kit

Website

Email Signatures

LinkedIn and other Social Media

All other client-facing items (Agendas, Letters, Email, etc.) are consistent & up to date

**CLIENT EXPERIENCE GOALS & ACTION ITEMS**

**PILLAR 3: Client Onboarding**

**OUR ANNUAL ASSESSMENT**

We have an individual managing **CLIENT ONBOARDING** for the team

Our New Client Process is being implemented each time:

Pre-Appointment Process

The 1st Appointment – Is there a FIT?

The 2nd Appointment – Fact Finding

The 3rd Appointment – Implementation

Welcome Process

The 3rd Appointment – Implementation

Our core elements are being used consistently:

Introduction Kit

Agendas

What’s Important to You?

Critical Financial Events

Fact Finder

Personal Financial Organizers (PF)

Other (specific)

We incorporate our Introduction Process with all new clients

Our **CLIENT ONBOARDING** is fully automated on the CRM

**CLIENT ONBOARDING GOALS & ACTION ITEMS**

**PILLAR 4: Client Rebranding**

**OUR ANNUAL ASSESSMENT**

We have an individual managing **CLIENT REBRANDING** for the team

We have effectively rebranded each of our AAA, AA and A clients

We can identify all clients who have been rebranded on our CRM

**CLIENT REBRANDING GOALS & ACTION ITEMS**

**OTHER AREAS**

**PROFESSIONAL NETWORK – YOUR STRATEGIC PARTNERS**

We have an individual managing **STRATEGIC PARTNERS** for the team

We have identified and coded our Strategic Partners on our CRM

We proactively manage our Strategic Partners using our CRM

We are proactively adding to our Strategic Partner network to add value to our top clients

We use the Strategic Partner Process to establish FIT

**OTHER BUSINESS STRATEGIES**

We want to buy a business to increase AUM and number of quality clients

We want to bring on another advisor who brings AUM and quality clients with them

We want to form a partnership with another advisor or team

We want to change the type of relationship with our current firm or changing firms

We want to start Succession Planning

We want to sell a Portion of Your Clients

**OTHER**