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**Annual Best Practice**

**Check Up**



**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**