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**July 2022 Edition #36**

**WELCOME TO THE SANDWHICH GENERATION – FINANCIAL PLANNING HAS NEVER BEEN MORE IMPORTANT**

Recently my client Joe, from New York sent me the following article – which is US based however, we know this is also true of the Canadian demographic.  In fact, I have talked about this many times on our PSA sessions and why the “Caring for Others” tab in the PFO Binder is so important!

It’s also another reason it’s so very important to share with your best clients the concept of “*If they are important to you, they are important to me – and I will make the time to speak with them*” – as related to introductions to those important to your very best clients.  This is a genuine offer to help those important to them.

Here is a quick highligt, but you can copy and paste the link below into your browser for the full article.

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[**https://www.pewresearch.org/fact-tank/2022/04/08/more-than-half-of-americans-in-their-40s-are-sandwiched-between-an-aging-parent-and-their-own-children/?utm\_campaign=22-06%20%7C%20Alyssa%20Morgan%20%7C%20Freedman%20Financial&utm\_medium=email&\_hsmi=215309513&\_hsenc=p2ANqtz-8\_rIxo1NHsjrl7UZFShHNUjXLVd\_Nklxz7vgfG6OM3fD1aw5oaXMq\_BPzw4CpzqMJrrGp3oboGem48TGDanfdyHn\_kyw&utm\_content=215309513&utm\_source=hs\_email**](https://www.pewresearch.org/fact-tank/2022/04/08/more-than-half-of-americans-in-their-40s-are-sandwiched-between-an-aging-parent-and-their-own-children/?utm_campaign=22-06%20%7C%20Alyssa%20Morgan%20%7C%20Freedman%20Financial&utm_medium=email&_hsmi=215309513&_hsenc=p2ANqtz-8_rIxo1NHsjrl7UZFShHNUjXLVd_Nklxz7vgfG6OM3fD1aw5oaXMq_BPzw4CpzqMJrrGp3oboGem48TGDanfdyHn_kyw&utm_content=215309513&utm_source=hs_email)

**CCU JUST SHREDDED IT!**

Congratulations Christian Credit Union (CCU) on another successful **Client Appreciation Shredding Event**!  There was delicious food for everyone, a bouncy castle & fun for kids, and of course the industrial sized shredding truck ready to relieve clients of their shredding!

What a terrific value-add for clients and great reason to get people together and have some fun – this is all about relationship building!



If your organization has events like this or other types of events, please feel free to send along a summary and/or photos so we can share ideas amongst everyone at CUSO!

**PSA 1 FOUNDATIONS PROGRAM –** *There’s a lot going on!*

Congratulations to fresh graduates of the **PSA 1 Foundation Training** for completing their training in June - Hooray!

There are a few people from **RCU and KSCU** whocontinue to go through the **PSA Certification Process** with the goal of having them all fully PSA Certified asap.  A reminder that completion of the **PSA 1 Foundations Program** provides 19 CE Credits to those who satisfy the PSA Certification requirements.

* The next round of **MFIS PSA 1 Foundations Training** is scheduled to begin in **September 2022.**
* The next round of **PSA 1 Foundation Training** will be set for **January 2023.**

**PSA 2 ADVANCED PROGRAM –** *Pilot Group a Success!*

Congratulations to **PSA 2 Advanced Training Group** for finishing this brand new training program - Hooray!

In July, we are conducting a brief survey to ensure the insights and feedback of those who participated play a role in ensuring this program is valuable to subsequent trainees.

We are of course, delighted the **PSA 2 Advanced Program** provides 12 CE Credits to those who satisfy the completion requirements.

* The next round of PSA 2 Advanced Training will be TBA.

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Congratulations to following individuals who are now **PSA 1 Foundation Certified**:

* **John Merlo, Financial Advisor** – John received his PSA 1 Foundation Certification in June 2022 – Congratulations!
* **Evan Link, Financial Advisor** – Evan received his PSA 1 Foundation Certification in June 2022 – Congratulations!
* **Nicole Hicks, Assistant** – Nicole received her PSA 1 Foundation Certification in June 2022 – Congratulations!

Congratulations to following individual who is the first person at CUSO to have achieved **PSA 2 Advanced Certified:**

* **Greg Boles, Financial Advisor** – Greg received his PSA 2 Advanced Certification in June 2022 – Congratulations!

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*“Are other Advisors at CUSO having success with the PFO and prospective new high value clients? ”*

**Trying new things isn’t easy for most of us.**  I also know we have a fresh new set of PSA 1 Graduates who are probably eager to try some of the new stuff they learned, but also a little hesitant for a variety of reasons.

My first recommendation is to get completely organized around the entire **PSA New Client Process** so you are familiar with the **steps and flow of the entire process** – along with where to apply your discretion to ensure it is a good FIT for your client.

Here is an email I received this spring from a CUSO advisor who used this process and gave me permission to share:

*I had my first Fit meeting with a potential A client.  I used the agenda, showed them a quick demo of the PFO and I used the “What’s Important to You?” checklist.*

*They really loved the idea of the PFO binder and made a comment on how they are really trying to get organized and this will really help them out.  She seemed pretty excited about it.  I had them fill out what’s important to you and the conversation led into they really want a financial plan and to make sure that they are doing to right activities today to be able to retire comfortably.  In their words they have been winging it and are just hoping everything has worked out.*

*I did a soft close letting them know that they did not need to make a decision today and I would follow up with a phone call.  He said lets just book the second appointment and get moving on things (lol).*

* *There is about 200k that I can transfer in from other financial institutions and he has a sun life pension with employer worth 460k that can be moved out on retirement in 5 years.*
* *It sounds like they have general savings that they want to discuss about investing as well.*

*Overall, great money in motion potential.*

I am always very appreciative when you take time to send me your stories of success, so please keep them coming : )

I hope this inspires some of the new PSA Graduates to get organized so they can bring this wonderful process to the many prospective clients I know they will be introduced to!

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**Uploading Files**

The last PSA Group of trainees I had, included MANY Advisors who were being assigned clients from other advisors for a variety of reasons – Retirement, Maternity Leave, Medical Absences, etc. – and it underscored the importance of ensuring **all key client information** is accessible in Maximizer.

It is recommended that you **upload key client-specific files to Maximizer** as a means of ensuring everyone on the wealth team will have access to them when they need them – unlike some of the digital client folders you may have on your PC or desktop which may not be accessible by others – or cryptic at best!

**Good news - adding a file to Maximizer is easy.**  Simply go to the “Files” Tab when in the Household Record and click the “Add” button.  From there it will allow you to **browse your PC** and you can add the specific file you are looking to include which may be a Word, Excel, PowerPoint, PDF or other type of file.

The kinds of files you may want to add to a client record include:

* Financial Plans or Projections
* Client-Specific Agendas
* The PFO Mini or other Review Meeting Follow Ups
* And More!

For more information about this feature, please click on this link [Uploading documents into Maximizer #TipTuesdays - YouTube](https://www.youtube.com/watch?v=IhC2xcxtfn0)

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Description automatically generated**NAVIPLAN NEWS!** By Sheldon Craig

This month’s Navi Plan Tip provided by Sheldon is a video which focuses on a **Major Purchase Strategy** (see attached).

Feel free to explore the new **NaviPlan section** in the **CUSO Training Portal** to house the videos Sheldon does as well as, these individual Navi Plan Tips – for ease of access and reference by everyone at CUSO.

**JULY**

I hope you all get some well-deserved time off this summer to **rest, recharge & re-energize**!

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