

# What You Can Expect from this Best Practice

## PURPOSE

- To present your financial planning solutions and recommendations using the Personal Financial Organizer - demonstrating your high level of accountability to the client
- To begin implementation of financial strategies and help the client be on their way to meeting their goals and objectives
- To continue to establish rapport and build trust with your client
- To continue building a productive, professional relationship founded on client engagement and advocacy

## EXPECTED RESULTS

You will:

- Ensure you are not selling and instead are professionally guiding your client towards implementation
- Future pace other areas for consideration as it relates to their financial planning needs
- Successfully position yourself as the 'go to' person for all financial planning matters from here on out

Your clients will:

- Understand the full spectrum of financial planning solutions you are able to provide
- Appreciate and brag to others about how the Personal Financial Organizer coordinates the financial planning process in an easy-to-use format
- Feel confident and comfortable in understanding their current financial situation
- Fully understand what they are doing to achieve their goals and objectives
- Have yet another reason to feel compelled to introduce you to their friends and family

## ACCOUNTABILITY

You will:

- Prepare and present the client's Personal Financial Organizer, which contains your financial planning solutions and recommendations
- Regularly conduct review meetings with the client at the frequency outlined in the Client Service Program
- Use the PFO to consistently implement and monitor your clients' financial situation
- Use the PFO to explore all areas of relevant financial planning with your client
- Contact your client if anything material changes in the market or economic environment that would affect the recommendations you are implementing on their behalf

Your clients will:

- Need to bring the PFO to all subsequent meetings with you
- Contact you if anything material changes in their situation that would affect the recommendations you are implementing on their behalf
- Add new documents and information you provide them to keep their PFO up to date