

Enhance Your Branding with the PFO - *Revisited*

The Personal Financial Organizer (PFO) is a tangible client deliverable that enhances your branding and clearly positions the value you deliver in terms of simplifying, organizing, and coordinating all aspects of wealth management.

Focus on Their Significant Life Events

The PFO is a simple tool for you and your clients to organize the many Critical Financial Events they may encounter over the course of their lifetime working with you. We recommend you use the following tabs in your binder to assist with organization:

- Cash Flow Planning
- Tax Planning
- Retirement Planning
- Investment Management
- Your Family's Security
- Caring for Others
- Your Legacy
- Business Planning and Succession



Significant
Life
Events

You may wish to rearrange the order of the tabs, rename them based on personal preference or use those readily available in ready-to-go, firm-approved resources. If you do, we recommend you make these same revisions on the Personal Financial Organizer template, so they fully coordinate with each other.

Bring Financial Peace of Mind to Your Clients

There are two key types of information which fit well into the binder:

- Primary Information → These are the core client deliverables you create & control
- Secondary Information → These are the items clients can add to their binder (3rd party)

The Primary Information consists of anything you currently create for your client in terms of Wealth Management – both financial planning and investment management pieces. Instead of these items going home and getting lost or forgotten, they now have a permanent home to constantly remind the client of all that you've done for them – and can continue to help them with. This is the value of the PFO.

The Secondary Information consists of anything your client has that may be related to one of the core areas, not generated by you. For example, they may wish to keep a copy of their pension statements in the Retirement Planning section or a copy of their latest Will in the Your Legacy section of the binder. When clients embrace the binder in this way, the PFO takes on an entirely new meaning – it becomes *the book*. The one that if anything should happen to them, this is what the executor would need. This

of course, is a secondary positioning of the PFO. The primary purpose of the PFO is to create the financial peace of mind we know most clients are looking for and that most are lacking.

This Binder Will Become Synonymous with Your Branding

We recommend you use a quality binder that will stand the test of time with your best clients. In other words, you don't want the cover ripping and showing exposed cardboard a year into using it. Most of the advisors we work with find quality binders they are proud to have associated with their branding in the \$40-\$80 range. Since this is a tool for your elite clients consider it an important investment - money well spent.

We often get asked if the binder needs to have branding and logos on it. You can save yourself the time and money by using a generic binder and keep the branding and logos for the contents inside your binder. We also know this industry is full of change with respect to branding – firms get acquired by others and adopt new names and people join forces to create new teams. This is a good reason to keep the outside of the binder logo-free. Lastly, we recommend the color of the binder tie in with the theme with your overall branding, if possible. From a technical standpoint, we recommend you use a binder that has a 2 or 3-inch ring diameter because this will eventually house a lot of important information. A 1-inch ring is simply too small.

The Client Focus Continues

These items are not required in the binder but can add value and increase the user-friendliness of it. You may come up with some of your own ideas here.

- Notepad and Pen
- Estate Planning Checklist (includes place to put all Account numbers, contact lists, etc.)
- Plastic Pocket Sleeve to store any non-standard size documents or items they don't want 3-hole punched (see image)
- Several Pre-addressed, Postage-paid Envelopes for clients to easily send documentation and checks etc.
- An extra Tab for "Your Current Situation" where the most recent financial profile completed for the client is stored

