Advisor Checklist

WEALTH ADVISOR
TRAINING

First Close

Before Meeting

- Was all info received, or are we presenting rough draft plan? if rough draft, bring up info we need againFill it with the contents of your meeting
- Are both spouses there? Very important as no decisions will be made with 1 spouse.
- Make sure all requests fulfilled by CFP team

During Meeting: Stage 1

- Ask if any philosophy changes from first meeting
- Repeat top 5 values and top goals
- Give clear outline of discussion today
- Present current plan status – where are finances without you in picture? Current stress test.
- Present overall 2nd plan: a. Roadmap if we handle finances b. Embed compelling reasons of why they should work with us

Advisor Checklist

WEALTH ADVISOR
TRAINING

During Meeting: Stage 1

- Detailed discussion on: a. Roth. Vs. Pretax b. Investment philosophy c. College planning philosophy (if relevant) d. Life insurance philosophy e. For all of these make sure these fall in line with follow up emails
- Make sure all follow ups are scaleable and systemized.

During Meeting: Stage 2 (if needed/possible 2nd close meeting)

- Answer questions
- Get action
- Get info a. Fill out client info sheet b. Any info not present, create a list and let client know that you'll need it before moving forward with planning/onboarding
- Explain the team: a. Will have own advisory team to help through entire processes b. Expectation of 48 turnaround from client
- Explain next steps

Advisor Checklist

WEALTH ADVISOR
TRAINING

After Meeting

- Copytalk

- Follow up email

- Update notes in calls (google sheet) if client not commited yet
  - if client has committed, they get moved to case open inventory/ start onboarding

- Include detailed follow up email to client and to our team
  - intro, what we are doing, and clear and as much detail as possible on what we are doing, etc.

- Include separate emails all follow up emails like
  - Copy of plan
  - Roth philosophy
  - Videos
  - Fee recap/ value prop
  - Direct indexing

(This may be part of first close or maybe all of this happens at once)

- Do client onboarding email

- Clean up open inventory entries

- Client onboarding. (if commitment made)