Client Segmentation Tracking

WEALTH ADVISOR
TRAINING

These are the categories we look through for every meeting for every client to ensure all details are captured correctly

Client Name

- CPA Information
- Link to Google Sheet
- Punchlist for 2022, examples:
  - 1. values
  - 2. client survey
  - 3. insurance review
  - 4. estate plan, etc.

- Goldman Sachs line of credit set up (against JT taxable)?
- Do we work with kids yet, or have suggested gifting?
  - If so, put details below (names, strategy, and what we are doing with kids)
- Values

Snapshot

- Approximate Annual Recurring Revenue (investments only)
- Annual Process & Last Meeting Date
- When is next meeting? Where? and What is being covered?

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MISC.

- Non Business Meetings or client entertainment
- Market Drop Opportunity
- Total Household Allocation Notes
    - where are we now?
    - what is goal based on market conditions?
- Cliff Note

Taxes 2022

- Pre-paid taxes
    - just big stuff (that is not roth conversion related)
    - over 3k of tax liability realized

Roth IRAs

- 2022 Backdoor Roth
- 2022 Mega Backdoor Roth

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- Direct Indexing
  - Discussed? Implemented?
- Pontera set up?
  - where? allocation now target allocation
- EWA managed Cash Balance Pension Plan and 401k (Pontera)
  - incorporated and approx contribution?

Pre tax to Roth Conversion Corner 2022

- 2022 taxable income
- Target amount to convert in 2022
- Amount converted in 2022
- taxes withheld? or prepaid? (detail below)

529 Plan

- What State are they in?
- Contributions
- Status Allocation

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ACH and Trading CORNER

- **Account 1:** Account #'s name type amount / frequency (contribution or distribution) dates manual / auto
- **Account 2:** Account #'s name type amount / frequency (contribution or distribution) dates manual / auto
- **Account 3:** Account #'s name type amount / frequency (contribution or distribution) dates manual / auto
- **Account 4:** Account #'s name type amount / frequency (contribution or distribution) dates manual / auto
- Monthly DCA amount total for household
  - Advisor Audit
- Notes indicate which account notes reference

Risk Management

- What coverage do they have?

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Estate Plan

- Current Notes on estate plan?
    - Who is current attorney?
    - Will, POA, Trust set up?

Property Casualty

- Conversation had?
- Referral made?
- Plan implemented

RMD Corner

- Account Type
- Account Number
- RMD Set Up For Auto Distribution?
- 2021 RMD
    - Satisfied?
    - Any Notes
- 2022 RMD
    - Satisfied?
    - Any Notes