



SERVING SMALLER CLIENTS PROFITABLY

RICK LAYMON, CFP®, CKA®



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THE OPPORTUNITY

- Prospects who do not meet our \$50,000 household minimum
- SmartVestor and MoneyWise leads
- Referrals from existing clients
- Children of existing clients



SOLUTION #1: HOURLY FEE

- Billed by the hour as in other professional services (CPAs, Attorneys)
- \$150 – \$300 per hour depending on your experience
- Advantage – get paid quicker!
- Deliverables: Vision Clarifier, Circle Chart, Implementation Plan with Recommended Action Steps
- Implementation Assistance (if desired) & Periodic Updates billed at same rate
- Required Forms: BWC Financial Planning & Retainer Agreement w/ Schedule A, Risk Tolerance Questionnaire

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SOLUTION #2: RETAINER FEE

- Same deliverables & Required Forms as Hourly Agreement
- Better suited for young families needing ongoing accountability
- Disadvantages:
 - Bulk of work completed on front end
 - Invoicing and collecting fees quarterly
 - Get paid over time



SOLUTION #3: A LA CARTE FINANCIAL PLAN

- Most appropriate for “Super Savers”
 - Household income \$150k-plus
 - Margin to save/invest 15%
 - Value wise counsel, do-it-yourself implementation
- Same paperwork
- Same basic deliverables + MGP Plan, including asset allocation plan
- \$1500 minimum fee



IN CONCLUSION

- “Whoever can be trusted with very little can also be trusted with much, and whoever is dishonest with very little will also be dishonest with much.” – Luke 16:10 (NIV)

