Client Segmentation Tracking

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

<table>
<thead>
<tr>
<th>Client Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>• CPA Information</td>
</tr>
<tr>
<td>• Link to Google Sheet</td>
</tr>
</tbody>
</table>
| • Punchlist for 2022, examples:  
  - 1. values  
  - 2. client survey  
  - 3. insurance review  
  - 4. estate plan, etc. |

<table>
<thead>
<tr>
<th>Goldman Sachs line of credit set up (against JT taxable)?</th>
</tr>
</thead>
</table>
| 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 |

<table>
<thead>
<tr>
<th>Snapshot</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Approximate Annual Recurring Revenue (investments only)</td>
</tr>
<tr>
<td>• Annual Process &amp; Last Meeting Date</td>
</tr>
<tr>
<td>• When is next meeting? Where? and What is being covered?</td>
</tr>
</tbody>
</table>
### 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
• 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
**Client Segmentation Tracking**

---

### 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?
# Client Segmentation Tracking

## 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