KITCES SUMMIT

KITCES FINANCIAL PLANNING VALUE SUMMIT

See How Successful Advisors Are Communicating and Demonstrating the Ongoing Value of Financial Planning

Thursday, December 8, 2022

In this workbook

Introduction

This workbook is designed to help you capture key notes as you go behind the scenes with our expert guests during the information-packed Summit. There is space within this workbook for you to start mapping out your plan of action.

Communicating and Demonstrating the Ongoing Value of Financial Planning

The transition from “pure” investment management services to providing more holistic financial planning has been underway for more than a decade, as advisory firms either try to expand their value to defend against fee compression, or increasingly offer advice as a standalone service to generate standalone advice fees. Yet the challenge is that historically, financial planning was always paid via subsequent product implementation, or as a part of an AUM fee... such that advisors have never really had to ‘prove’ their financial planning value the way they do now with a more fee-for-service approach.

The Kitces Financial Planning Value Summit will focus on what ongoing financial planning value looks like when it’s done successfully, with a unique behind the scenes look at real financial advisors’ tactics to demonstrate their value upfront to prospects and ongoing with clients.

Top of Funnel
On-Going Client Meetings

Middle of Funnel
In Between Client Meetings

Bottom of Funnel
Prospect Meetings

Agenda

Expert guests will take you behind the scenes with real-world examples of what advisors can do to demonstrate the ongoing value of financial planning.

The Value of Ongoing Financial Planning

Michael Kitces
Founder and Chief Financial Planning Nerd, Kitces.com

The Value of Ongoing Financial Planning

Taylor Schulte, CFP
Founder, Define Financial

Providing a Financial Self-Assessment to Clients To Make Value More Tangible

Tiffany Charles
Chief Growth Officer and Partner,
Destiny Capital and Entrepreneur Aligned

Implementing an Annual Service Process To Consistently Demonstrate Value During Ongoing Review Meetings

Kyle Moore
Founder, Quarry Hill Advisors

Using a Client-Facing Task Manager To Help Recommendations Get Implemented

Jake Northrup
Founder, Experience Your Wealth LLC

Automating Value-Added Client Communications Throughout the Year by Weaving Together Out-of-the-Box Tech

Michael Whitman
Managing Partner, Millennium Planning Group, LLC

Building a (Modularized) Financial Planning Pitchbook To Better Convey the Value of Financial Planning to Prospects

Jason Pereira
Partner, Woodgate Financial

Creating Client Engagement Standards To Set Service Expectations and Attract the Right Prospects

Carolyn McClanahan
Founder, Life Planning Partners, LLC

Michael Kitces & Taylor Schulte

The Value of Ongoing Financial Planning

Session Notes

Michael Kitces & Taylor Schulte

The Value of Ongoing Financial Planning

Key Takeaways From This Session

Plan Of Action

What is the first (small) action you're going to take in the coming week to move forward?

Tiffany Charles

Providing a Financial Self-Assessment to Clients
To Make Value More Tangible

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Kyle Moore

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Jake Northrup

Using a Client-Facing Task Manager To Help Recommendations Get Implemented

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Using a Client-Facing Task Manager To Help Recommendations Get Implemented

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Michael Whitman

Automating Value-Added Client Communications Throughout the Year by Weaving Together Out-of-the-Box Tech

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Jason Pereira

Building a (Modularized) Financial Planning Pitchbook To Better Convey the Value of Financial Planning to Prospects

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Carolyn McClanahan

Creating Client Engagement Standards To Set Service Expectations and Attract the Right Prospects

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