

KITCES FINANCIAL PLANNING VALUE SUMMIT

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

Thursday, December 12, 2024

In this workbook

Introduction	3
Value of Financial Planning	4
Agenda	5
Michael Kitces & Taylor Schulte	7
Kristen Hull	9
Yohance Harrison.....	11
John Mason.....	13
John Froberg.....	15
Brian O'Neill	17
Emily Biehler	19

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.



Prospects



New Clients



Ongoing Clients

Agenda

Expert guests will take you behind the scenes with real-world examples of what advisors can do to market themselves to prospects and clients.



The Value of Ongoing Financial Planning

Michael Kitces

Founder & Chief Financial Planning Nerd, Kitces.com



The Value of Ongoing Financial Planning

Taylor Schulte, CFP®

Founder, Define Financial



Using a Structured Meeting Agenda and Proposal Playbook To Explain the Value to Prospects

Kristen Hull, CRPC®

Director of Financial Planning, Duncan Financial Group



Presenting a Clear Menu of Planning Services and Fees To Close Prospects in One Meeting

Yohance Harrison, BFA™, CRPC®

Founder, CEO, and Behavioral Financial Advisor,
Money Script Wealth Management



A Structured Process That Turns Initial (Paid) Planning Clients Into Ongoing (AUM) Clients

John Mason, CFP®

President & Lead Financial Planner, Mason & Associates



Creating a Written Implementation Plan To Clearly Show a New Client What Will Be Accomplished Together

John Froberg, CFP®

Private Wealth Advisor, IronBridge Wealth Counsel



Systematically Creating Year-End Planning Summaries To Document Achievements and Next Action Steps

Brian O'Neill, CFP®, EA, MQFP®

Founder, Winged Wealth Management & Financial Planning LLC



Building a Complexity-Based Fee Calculator To Ensure You Charge What You're Really Worth

Emily Biehler, CFP®, CEPA®

Co-Founder, TrailWise Financial



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?



Kristen Hull

Using a Structured Meeting Agenda and Proposal Playbook To Explain the Value to Prospects

Session Notes



Kristen Hull

Using a Structured Meeting Agenda and Proposal Playbook To Explain the Value to Prospects

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?



Yohance Harrison

Presenting a Clear Menu of Planning Services and Fees To Close Prospects in One Meeting

Session Notes



Yohance Harrison

Presenting a Clear Menu of Planning Services and Fees To Close Prospects in One Meeting

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?



John Mason

A Structured Process That Turns Initial (Paid)
Planning Clients Into Ongoing (AUM) Clients

Session Notes



John Mason

A Structured Process That Turns Initial (Paid) Planning Clients Into Ongoing (AUM) Clients

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?



John Froberg

Creating a Written Implementation Plan
to Clearly Show a New Client What Will Be
Accomplished Together

Session Notes



John Froberg

Creating a Written Implementation Plan
to Clearly Show a New Client What Will Be
Accomplished Together

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?



Brian O'Neill

Systematically Creating Your-End Planning
Summaries To Document Achievements and
Next Action Steps

Session Notes



Brian O'Neill

Systematically Creating Your-End Planning
Summaries To Document Achievements and
Next Action Steps

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?*



Emily Biehler

Building a Complexity-Based Fee Calculator To
Ensure You Charge What You're Really Worth

Session Notes



Emily Biehler

Building a Complexity-Based Fee Calculator To
Ensure You Charge What You're Really Worth

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?

