

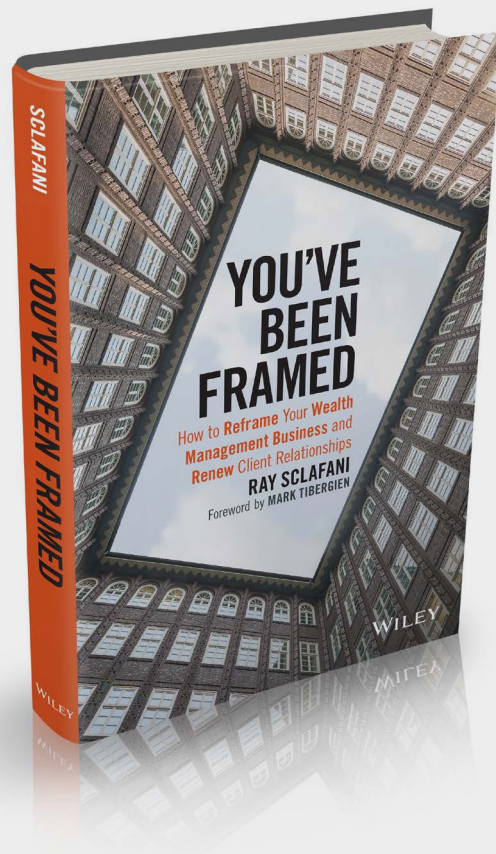
Title of Presentation

Prepared for: Name of Prospective Client(s)

**YOUR
LOGO**

NewCo Wealth Management

You've Been Framed!



youvebeenframed.clientwise.com

Chapter 6

Discovering Your Current Frame:
The ClientWise Conversation™

Chapter 7

Defining Your New Frame by
Discovering Your Value

Chapter 8

Building Your New Frame

Chapter 9

Teaching Others How to Frame You:
Renewing Relationships

Your Capability Deck Should Cover the Following Topics

1. Why you do what you do.
2. Who your firm is built to serve.
3. Known needs of your clients.
4. Unknown needs of your clients.
5. Solutions you provide to your clients.
6. Your unique, client-outcome-oriented wealth management process.
7. Your team of trusted professionals (internal and external).
8. What the client could expect if he or she was to work with your firm, the process for becoming a client, and how the client will be served after signing on.

Your Bio or Company Information

*Insert
Image*

- ▶ NewCo Wealth Management is a wealth management and financial advisory firm based in Fort Lee, NJ.
- ▶ Since 1994, NewCo has been providing clients with wealth management strategies tailored to your individual circumstances, needs, aspirations, and objectives.

JOHN DOE, CFP

Chief Investment Strategist

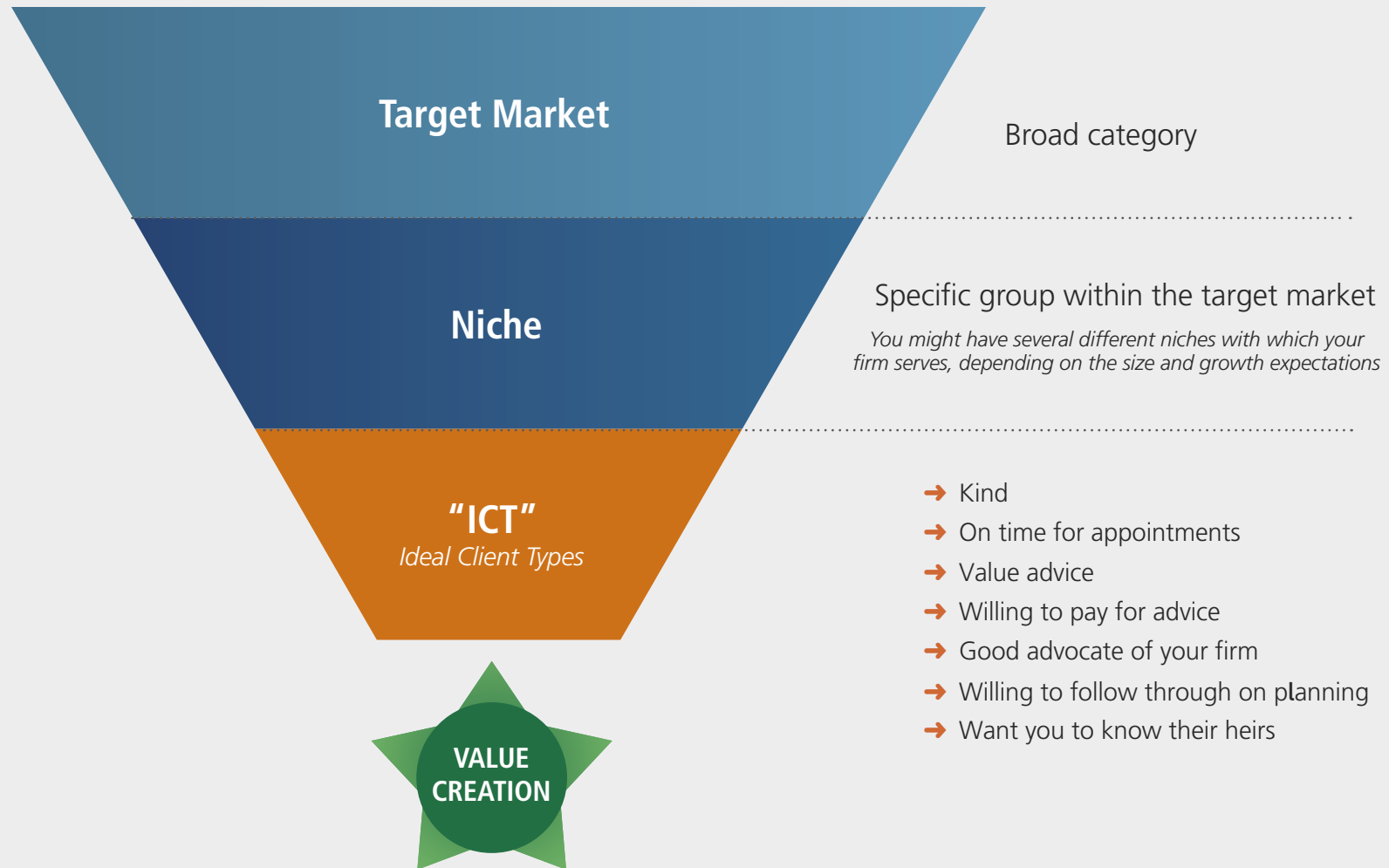
Your Company Purpose Statement

- ▶ Define the reason your company exists, beyond simply making a profit.
- ▶ Consider how what you do **impacts** the lives of your clients.
- ▶ Consider the significance of building an enduring firm, a multi-generational team to serve clients multi-generationally.
- ▶ Consider the “Ripple Effect” of your work.

Key Differentiators: How Are You and Your Firm Different?

- ▶ In your capabilities deck, you should have a slide that outlines **how your practice is different**.
- ▶ Key differentiators include all, or some, of the following:
 - The type of **Ideal Client Types** that your practice serves
 - Your **special expertise and experience** in serving these Ideal Client Type(s)
 - The **product/service solution set** that your firm uses to serve your Ideal Client Type(s)
 - A specialized **Client Engagement matrix** of services that is specifically designed for your Ideal Client Type(s)

Define Your Ideal Client



Examples of How you Add Value



This is where your value is

Your Definition of Wealth Management and Value Proposition

- ▶ Wealth Management is an investment advisory discipline that encompasses **a broad definition of wealth**, i.e. if “wealth” is defined as goods and resources having value in terms of exchange or use.
- ▶ You should **define the wealth management practice** that you provide to your clients. In most cases, your definition of wealth management will overlap with your value proposition.
- ▶ In the next two slides, you will find a checklist of more than 30 specific wealth management issues. **Identify the services** your practice provides, and incorporate into your own wealth management definition. (Add your own specialty, if appropriate.)

Your Wealth Management Issue Checklist

Investing

- ☐ Alternative Investments
- ☐ Asset Allocation
- ☐ Portfolio Diversification
- ☐ Portfolio Rebalancing
- ☐ Investment Policy Statements
- ☐ Investment Strategy
- ☐ External Manager Selection

Planning

- ☐ Comprehensive Financial Planning
- ☐ Cash Flow Management
- ☐ Retirement Income Planning
- ☐ Education Funding

Philanthropy

- ☐ Philanthropic Planning
- ☐ Charitable Giving

Family Continuity

- ☐ Foundation Management
- ☐ Family Governance/Stewardship
- ☐ Client Education
- ☐ Gifting to Children/Descendants

Your Wealth Management Issue CheckList *(Continued)*

Risk Management

- ☐ Residential Mortgage
- ☐ Secured Lending
- ☐ Insurance Oversight/Advice
- ☐ Liability Management
- ☐ Business Succession Issues

Trusteeship

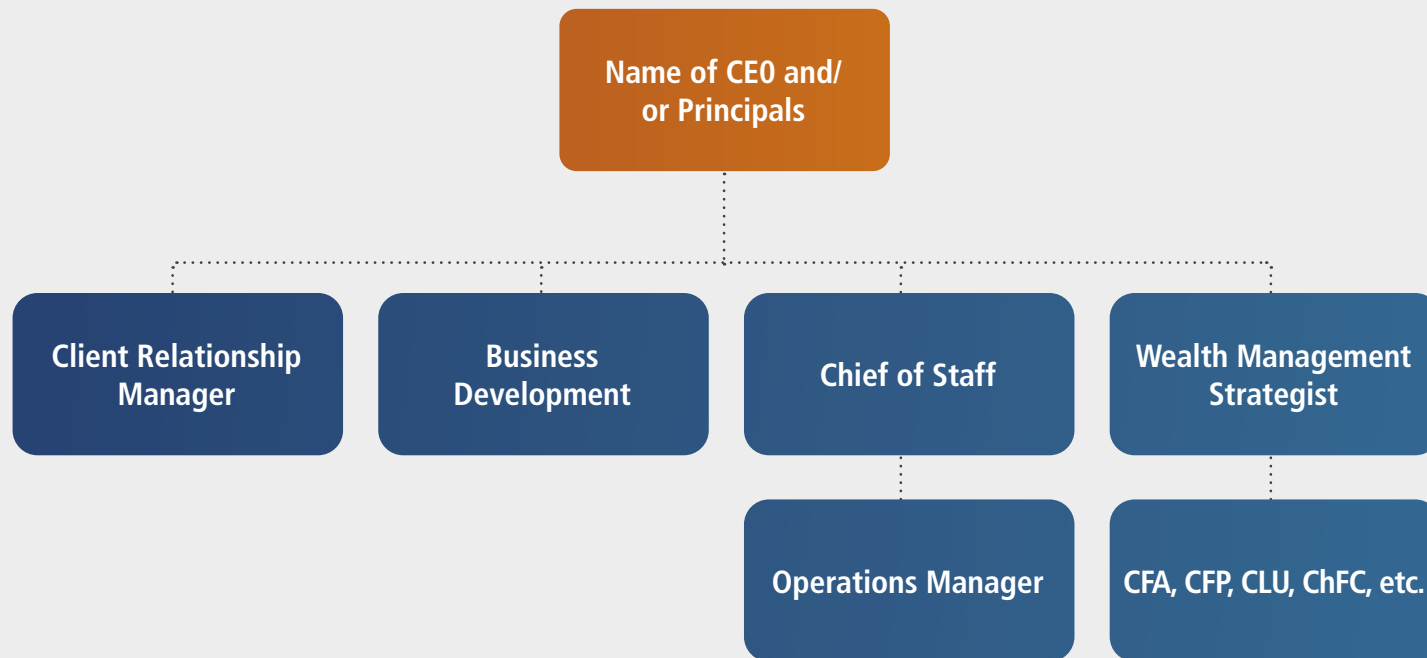
- ☐ Fiduciary
- ☐ Trustee Selection/Service
- ☐ Estate Administration/Management
- ☐ Personal Trust Services

Reporting

- ☐ Performance Reporting/Analysis
- ☐ Portfolio Consolidation
- ☐ **Qualified Retirement Plans**
- ☐ **Executive Compensation/Services**

What other unique wealth management issue does your practice specialize in?

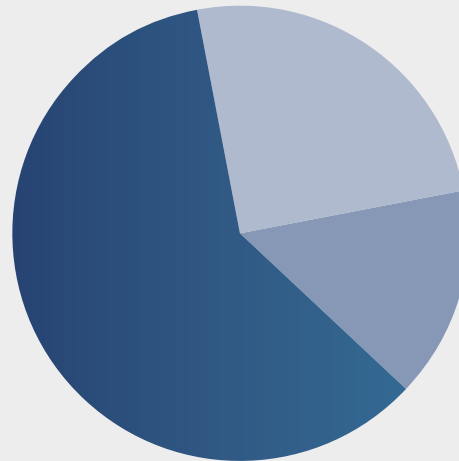
NewCo Team Structure





Define Your Investment Management Approach

*Insert Your
Favorite
Investment
Quote*



■ Income
■ Cash
■ Growth

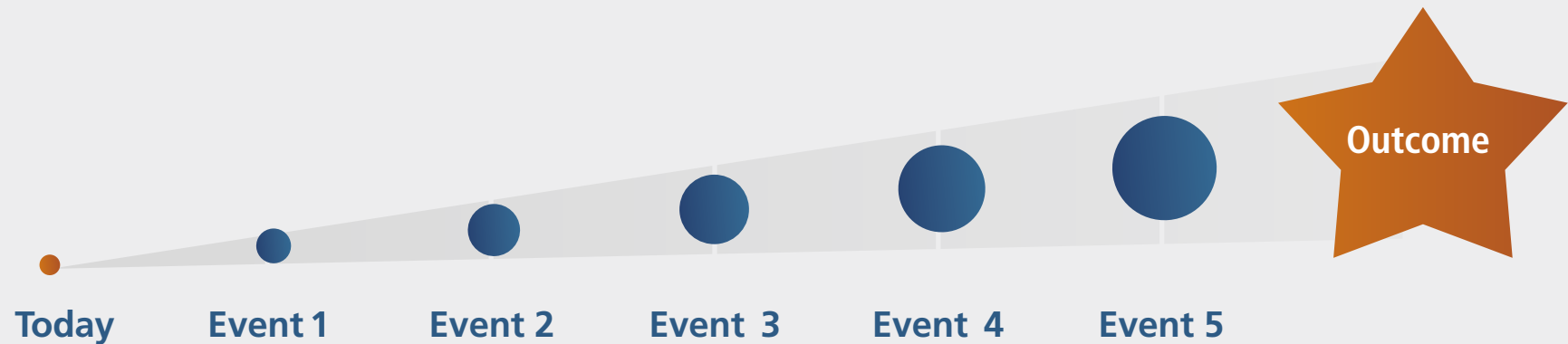
Cash

Stocks

Bonds

NewCo Timeline

What will clients expect to experience from your firm?



NewCo Partners With Your Other Trusted Advisors



- * Consider the very specific "other trusted advisors" beyond the CPA and attorney.
- * Consider your niche(s) and ideal client profile and what network of "other trusted advisors" they will need to achieve their goals.

Next Steps

1. **Assess** what phases of the wealth management cycle you have accomplished.
2. **Identify** your wealth management goals and aspirations.
3. **Schedule** a private, confidential appointment with our wealth management team.

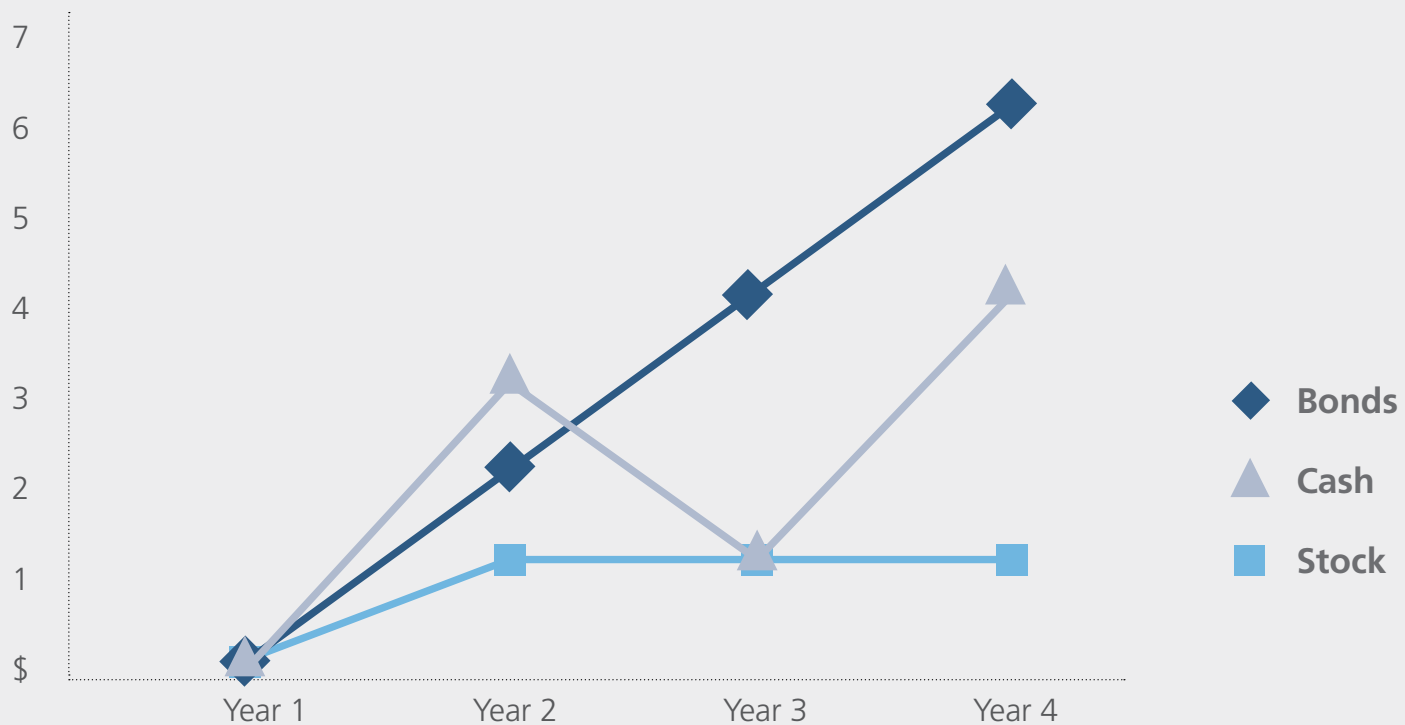
Appendix

This will be where you include all of your “go to” slides.

- ▶ Supporting Data:
- ▶ Footnotes and references:

Economic/Investment Data

Insert your own timely data



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