| DETAILS | YOUR RESPONSES |
| --- | --- |
| Names of Attending Clients: | Brian and Kerrie Edwards |
| Firm’s Attending Team Members: | ABC Adviser and XYZ Adviser |
| Other Attendees: |  |
| Meeting Date & Time: | 3rd Feb 2021, 10 am |

| PART 1: ADVICE CLIENT RATING? | YOUR RESPONSES |
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| PARTNER 1 | NO WAY < - - - - - - - - - - - - - - - - - - - - - - - - > DEFINITELY |
| Name: Kerrie | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Takes Advice? (Especially difficult, habit-changing advice?) |  |  |  |  |  |  | ✓ |  |  |  |
| Respectful? Enjoyable? Professional? |  |  |  |  |  |  |  | ✓ |  |  |
| Can we achieve what the client values?  |  |  |  |  |  |  |  | ✓ |  |  |
| PARTNER 2 | NO WAY < - - - - - - - - - - - - - - - - - - - - - - - - > DEFINITELY |
| Name: Brian | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Takes Advice? (Especially difficult, habit-changing advice?) |  |  |  |  |  |  |  |  | ✓ |  |
| Respectful? Enjoyable? Professional? |  |  |  |  |  |  |  |  | ✓ |  |
| Can we achieve what the client values? |  |  |  |  |  |  |  |  | ✓ |  |
|  |  |  |  |  |  |  |  |  |  |  |
| Can they pay?  |  |  |  |  |  |  |  |  | ✓ |  |
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| PART 2: CLIENT’S CERTAINTY TOPICS (Prioritise the client's CERTAINTY TOPICS based upon their responses & scoring of the DISCOVERY MEETING Significance Conversations) |
| 1 Have a family | 4 Career |
| 2 Property close to beach | 5 |
| 3 Travel | 6 |

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| PART 3: EXPERTISE PRIORITIES – Prioritise the advice expertise required |
| **Your Priority****(eg 1, 2, 3)** | **Expertise** | **Your Priority****(eg 1,2, 3)** | **Expertise** |
|  | Business Management | 4 | Retirement planning |
| 1 | Cash Flows |  | Banking |
|  | Taxation | 2 | Property |
|  | Estate |  | Legal |
| 3 | Debt/Finance |  | Valuation |
|  | Risk Management |  | Other: |
| 5 | Superannuation |  | Other: |
| 6 | Investment |  | Other: |

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| PART 4: IDENTIFYING CLIENT COMPLEXITIES |
| TYPE ONE: CLIENT'S OVERT COMPLEXITITIES(Prioritise the client's COMPLEXITIES based upon their responses & scoring of the DISCOVERY MEETING Complexity Conversations) |
| 1. Lack of time | 4. |
| 2. Stress | 5. |
| 3. Kerrie’s Health | 6. |



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| TYPE TWO: CLIENT'S COVERT COMPLEXITIES |
| From the list of common complexities below, identify (approx. 4 per client or 8 for a couple) those covert complexities that may need to be productively managed or resolved for this client's engagement |
|  | Applicable |  | Applicable |
| **BEHAVIOURAL COMPLEXITIES** | **CIRCUMSTANTIAL COMPLEXITIES** |
| Too busy to effectively plan  | ✓✓✓ | Changes in career/job/business | ✓ |
| Financially impatient |  | Changes in family/health/life | ✓ |
| Requires substantial detail for decisions |  | Changes in extended family/community |  |
| Lacks attention to details |  | Not financially educated/knowledgeable |  |
| Has difficulty saving, budgeting |  | Former victim of poor advice |  |
| Has difficulty spending |  | Burdened by financial responsibilities | ✓✓ |
| History of over-spending |  | Burdened by financial debt |  |
| Poor record keeper |  | Poorly structured financially |  |
| Prefers short-term focus  |  | Has never taken financial advice prior | ✓ |
| Assumes or disagrees with partner's views |  | History of multiple past advisers |  |
| Collaborates poorly with partners |  | Financially vulnerable |  |
| Indecisive, procrastinates | ✓ |  |  |
| Highly confidential |  |  |  |
| Reluctant to change |  | **BELIEF COMPLEXITIES** |  |
| Financially controlling or dominating |  | Overly optimistic financially  |  |
| Financially sophisticated & knowledgeable |  | Overly pessimistic financially |  |
| Overly financially generous |  | Feels financially out-of-control | ✓ |
| Financially timid, cautious | ✓ | Accumulating money is highest priority |  |
|  |  | Financial performance is highest priority |  |
|  |  | Highly financially confidential |  |
| COVERT COMPLEXITY KEY |  | Feels financially isolated/alone | ✓ |
| COMPLEXITY | Checkmark | Uncomfortable with advice process |  |
| IMPORTANT COMPLEXITY | CheckmarkCheckmark |  |  |
| MOST SIGNIFICANT COMPLEXITY | CheckmarkCheckmarkCheckmark |  |  |

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| PART 5: PROPOSED ADVICE PATH™Your proposed timeline of your advice expertise, advice process and client’s aspirations |
| EXPERTISE(Refer Part 3) | COMPLEXITY\***(Refer Part 4)** | TYPE OF CLIENTMEETINGS\*\* | CERTAINTY TOPICS(Refer Part 2) |
| NEXT SIX MONTHS |  |  |  |
| Cash Flows | **Too busy and stressed** | SOA | Townhouse close to beach |
| Financial ModellingPropertyDebt review | **Burdened by financial responsibilities** | Pre- approval for loan |  |
| FOLLOWING SIX MONTHS |  |  |  |
| SuperannuationInvestment reviewRetirement planning | **Financially cautious** | Bi- annual reviews | Commence IVF |
|  |  |  |  |
| FOLLOWING YEAR |  |  |  |
| SuperannuationInvestments | **Changes in life** | Annual reviews | Travel – AmericaWork transition- Brian to start transition to part time work |
| SUBSEQUENT YEARS |  |  |  |
| SuperannuationInvestmentsModellingDebt timelineSalary packaging | **Feels financially out of control** | Annual reviews | Further travel- Asian Countries, Scotland, Ireland, New Zealand |
| **NOTES:** * **COMPLEXITIES:** For each of the above time frames allocate the client's specific complexities (refer Part 4) which you expect will be a focus for advice during that time period.
* **TYPES OF MEETINGS:** For each of the above time frames highlight the probably meetings required to progress and manage the advice relationship with your client – for instance these might include:
	+ Annual or Half-Yearly or Quarterly or Monthly Progress Meetings;
	+ Specialist Meetings (e.g. specific meetings with external specialists in areas such as risk, investments, funding, underwriting, tax, structuring, estate planning, aged care, property, capital raising, business brokers, legal, accounting, counselling, mediation, bookkeeping, etc…)
	+ Business Planning Meetings
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| PART 6: ESTIMATING PRICE & VALUE | YOUR RESPONSES |
| A: PRICE PRECEDENTIdentify and agree upon the firm's appropriate PRICE PRECEDENT (developed using both your Price Committee's modelling & the Certainty Advice Pricing Precedents) on which to base this client's pricing: | **$ PRICE PRECEDENT****$14,000** |
| On a scale of 0 (highly likely) to 5 (highly unlikely), score the following for this client: |  |
| B: ADVICE ACCEPTANCE**Relative to PRICE PRECEDENT example client,** score this client's intent, willingness, and compliance to adhere and accept the firm's advice and processes | **0**✓ | **1** | **2** | **3** | **4** | **5** |
| C: ADVICE DISCIPLINE**Relative to PRICE PRECEDENT example client,** score this client's ability to where necessary adapt and develop existing financial habits, paradigms and beliefs to ensure adherence to the firm's advice and processes | **0** | **1** | **2**✓ | **3** | **4** | **5** |
| D: ADVICE RISK **Relative to PRICE PRECEDENT example client,** score the firm's confidence or risk of achieving and delivering the value sought by the client assuming the client's compliance to advice paths recommended | **0**✓ | **1** | **2** | **3** | **4** | **5** |
| E: ADVICE PROCESS**Relative to PRICE PRECEDENT example client,** score the firm's confidence to deliver to proposed advice path timelines and resource usage especially when advice paths are dependent upon third-party firms or particular assumptions that may significantly alter workloads | **0**✓ | **1** | **2** | **3** | **4** | **5** |
| F: PERSONALITY**Relative to PRICE PRECEDENT example client,** score the likelihood of the client's personality to support the firm's advice and processes | **0**✓ | **1** | **2** | **3** | **4** | **5** |
| G: ADVICE SCORING:Sum Advice Scoring out of total possible score of 25 (i.e. B + C + D + E + F) | **TOTAL ADVICE SCORE****2** |
| H: **PROPOSED PRICE**\*\*i.e. PRECEDENT VALUE (A) X (1 + (TOTAL ADVICE SCORE (G) x 5)/100)) | **$ 15,400** |
| I: **PROPOSED PRICE RANGE**\*\*i.e. PROPOSED PRICE (H) +/- 10% | **$ 13,860 - $ 16,940** |

\*\* NOTE: This price excludes GST and possible external subject-matter expertise fees & pricing

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| PART 7: NEXT STEPS | BY WHO & WHEN |
| Confirm & collect outstanding information required prior Engagement Meeting |  |
| **Agreed completion date of First Draft Terms of Engagement & Advice Map from Certainty Advice Group**  | 10th Feb 2021 |
| Confirm & contact external subject matter expertise requirements and fee estimates |  |
| Agreed completion date for first draft Terms of Engagement | 17th Feb 2021 |
| Agreed completion date for first draft Advice Map | 17th Feb 2021  |
| Confirm Engagement Meeting with clients | 19th Feb 2021 |
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