| DETAILS | YOUR RESPONSES |
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| Names of Attending Clients: | Daniel and Joanne Kenner |
| Firm’s Attending Team Members: | Adviser A and B |
| Other Attendees: |  |
| Meeting Date & Time: | 23rd Sep 2021, 11 am |

| PART 1: ADVICE CLIENT RATING? | YOUR RESPONSES |
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| PARTNER 1 | NO WAY < - - - - - - - - - - - - - - - - - - - - - - - - > DEFINITELY |
| Name: Daniel | 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: Joanne | 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. Support Claire | 4. Golf trips for Joanne |
| 2. Take care of Joanne’s dad  | 5. Beach house |
| 3. Retirement planning and scale back from work | 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 | 3 | Retirement planning |
| 1 | Cash Flows |  | Banking |
|  | Taxation |  | Property |
|  | Estate |  | Legal |
| 2 | Debt/Finance |  | Valuation |
|  | Risk Management |  | Other:  |
|  | Superannuation |  | Other: |
|  | 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. Dan is still overspending, not following budget  | 4. Travel restrictions complicating Joanne’s plans to visit NZ dad every month |
| 2. Need clarity about how best to structure the financial support to Claire | 5. Jo strongly believe both should continue to work as long as possible |
| 3. Jo only consider beach house purchase with $1m reserve, downsize might be option too?  | 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 | ✓ |
| Requires substantial detail for decisions |  | Changes in family/health/life | ✓✓✓ |
| Lacks attention to key details |  | Changes in extended family/community |  |
| Indecisive, procrastinates |  | Not financially educated/knowledgeable | ✓ |
| Highly confidential |  | Former victim of poor advice |  |
| Reluctant to change | ✓ | Burdened by financial responsibilities |  |
| Poor record keeper |  | Burdened by financial debt | ✓ |
| Prefers short-term focus  |  | Poorly structured financially |  |
| Uncomfortable with your advice process |  | Has never taken financial advice prior |  |
| Disagrees with their partner's views | ✓ | History of multiple past advisers |  |
| Collaborates poorly with their partners | ✓✓ | Financially vulnerable |  |
| Has difficulty saving, budgeting | ✓✓ |  |  |
| Has difficulty spending **(Joanne)** | ✓ |  |  |
| Financially impatient |  |  |  |
| Financially controlling or dominating |  |  |  |
| Financially sophisticated & knowledgeable |  |  |  |
| Financially timid, cautious |  |  |  |
| Feels financially out-of-control | ✓ |  |  |
| Feels financially isolated/alone  | ✓ |  |  |
| Overly financially generous |  |  |  |
| Overly financially optimistic |  | **COVERT COMPLEXITY KEY** |
| Overly financially pessimistic |  | COMPLEXITY | Checkmark |
|  |  | 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 FLOW REVIEWDEBT REVIEW | **Difficulty saving****Need more collaborative planning** | ROA/SOAMID YEAR CHECK IN | Joanne to scale back from workTake care of Joanne’s dad |
| FOLLOWING SIX MONTHS |  |  |  |
| SUPERANNUATIONRETIREMENT PLANNING | **Too busy****Financially isolated**  | ANNUAL REVIEW | Daniel to scale back from work |
| FOLLOWING YEAR |  |  |  |
| CASH FLOWSRETIREMENT PLANNING | **Lack financial knowledge** | BI- ANNUAL MEETINGS | Support Claire |
| SUBSEQUENT YEARS |  |  |  |
| RETIREMENT PLANNING CASHFLOWPROPERTYSUPERANNUATION | **Changes in career/ retirement** | BI- ANNUAL MEETINGS | Golf trips for JoanneBeach house |
| **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 probable meetings required to progress and manage the advice relationship with your client – 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: RETAINER PRECEDENTIdentify and agree upon the firm's appropriate RETAINER PRECEDENT (developed using both your Price Committee's modelling & the Certainty Advice Pricing Precedents) on which to base this client's pricing: | **$ RETAINER PRECEDENT****$7,000** |
| On a scale of 0 (highly likely) to 5 (highly unlikely), score the following for this client: |  |
| B: ADVICE ACCEPTANCE**Relative to RETAINER 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 RETAINER PRECEDENT example client,** score this client's ability to where necessary adapt or develop new 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 RETAINER 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 RETAINER 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 RETAINER 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****4** |
| H: **PROPOSED PRICE**\*\*i.e. PRECEDENT VALUE (A) X (1 + (TOTAL ADVICE SCORE (G) x 5)/100)) | **$8,400** |
| I: **PROPOSED PRICE RANGE**\*\*i.e. PROPOSED PRICE (H) +/- 10% | **$7,500- $9,200 (Rounded)** |

\*\* 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**  |  |
| Confirm & contact external subject matter expertise requirements and fee estimates |  |
| Agreed completion date for first draft Terms of Engagement |  |
| Agreed completion date for first draft Advice Map |  |
| Confirm Engagement Meeting with clients |  |
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