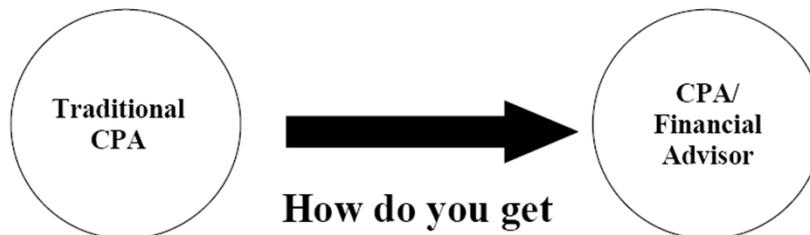




**Growing the Personal  
Financial Planning Including  
Marketing and Coaching**

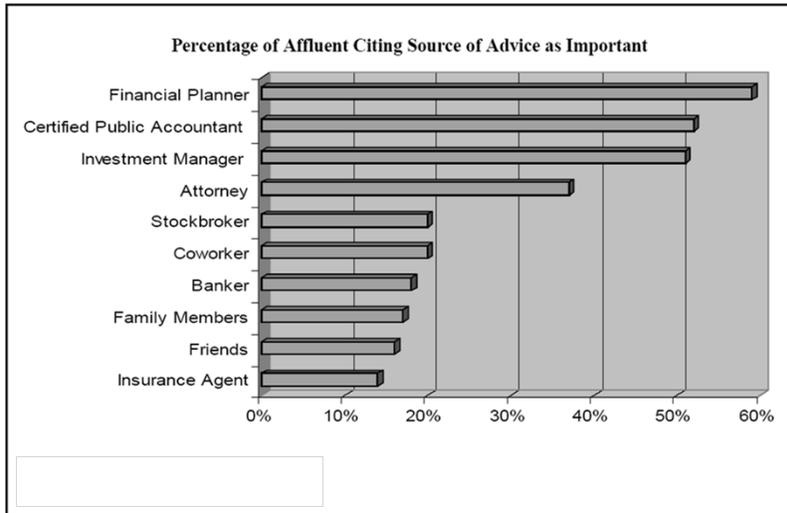
**Business Model Choice**  
The most important starting point is making  
the commitment.....



**How do you get  
there from here?**

## A CPA's Advantage

CPA's advise is viewed as much more important than other providers.



Longman  
WEALTHCARE  
MANAGEMENT, LLC

## Key Ingredients for HIGH LEVEL Success

1. Expertise
2. Services
3. Systems

Longman  
WEALTHCARE  
MANAGEMENT, LLC

# Uncertainty??



InvestmentNetwork  
The Home Page for Today's Investor

THE WALL STREET JOURNAL.

## Crooks Are

By Kathy Kristof | Jan

“A change in tax law strategies to nab you conversions.”

I got a glimpse of “insurance agents you can turn Roth

## Rich Investors Blame Advisers

Man Plan to Take Money And Run: Misplaced Anger For a Market Meltdown?

By: David Gaffen, MarketBeat  
October 4, 2008

“According to a survey from Prince & Assoc, 81% of investors with \$1million or more in investible assets plan to take money away from their current advisor. An even larger number, 86%, plan to tell other investors to avoid their advisor.

Only 2% plan to recommend their firm to other investors. That is of critical importance, since wealthy investors often get investment advice from one another.”

Longman  
WEALTHCARE  
MANAGEMENT LLC

## Overview of a Successful Initial Client Interview



**This Session is like drinking from a fire hose!**

Longman  
WEALTHCARE  
MANAGEMENT LLC

## Client & Prospect Interviewing: An Overview

- #1 priority for financial professionals is to always be meeting with clients
  - The more appointments you have, the more assets under management you will accumulate and the more profitable you will become.
- Remember – **Rule #2** is to always follow Rule #1!



**NEVER** sell anything at the  
first meeting except the  
**SECOND MEETING!**



## **Five Keys to a Successful Initial Client Interview**

- Establish trust and credibility
- Break down the prospect's defenses
- Evaluate the prospect's situation
- Offer solutions, not products
- Discuss methods of compensation



## **Do Not Conduct the Initial Client Interview Unless Prospect Has Brought the Following Documents**

- Most recent tax return (all pages!)
- Most recent copies of all statements from different financial institutions.
- Their Spouse!



***Thomas J. Longman, CPA, PFS***



Thomas J. Longman, CPA, PFS is a Certified Public Accountant, Personal Financial Specialist, and Registered Investment Advisor. In 1992, he founded Thomas J. Longman, CPA, PA, a full service accounting and financial planning firm. In 2001, he founded Longman Wealthcare Management, LLC which specializes in assisting businesses and individuals save taxes by utilizing sound financial planning in an effort to secure their financial well being. His designation as a Certified Public Accountant and Personal Financial Specialist allows Tom to be uniquely knowledgeable on topics relating to tax, retirement, and financial planning. Tom's office is located in Miami, Florida.

Tom holds a Masters of Professional Accountancy (M.P.A.) degree and a Bachelor of Science (B.S.) degree. He is a member of the American Institute of Certified Public Accountants (AICPA), Private Companies Practice Section (PCPS), Financial Industry Regulatory Authority (FINRA), and Personal

Financial Planning Section (PFS). He is also a former member of the Governmental Audit Quality Center (GAQC).

Tom was the recipient of the FICPA Outstanding Committee Award for his work on the annual Not-for-Profit Organizations Conference. Tom also served on the FICPA Estate and Financial Planning Committee and on the Executive Advisory Council for Barry University. Tom is currently affiliated with numerous civic organizations in which he acts as a board member.

Tom has been a presenter for the FICPA Estate and Financial Planning Committee due to his unique dedication to providing knowledgeable and professional service to all his clients and colleagues. Tom has worked extensively with individuals and businesses to assist in wealth management, tax planning, and client education. He specializes in tailoring to the financial needs of each individual client to assist in achieving their financial goals thru protecting, growing, and preserving their financial wealth. Tom is unique in his total commitment to servicing his clients. He meets with most of his clients quarterly and regularly communicates with his entire clientele. Tom Longman's devotion to his clients and profession makes his achievements and accomplishments truly noteworthy.



11098 Biscayne Boulevard, Suite 304  
Miami, Florida 33161  
(305) 892-8598  
www.tomlongman.com

**The Longmans**



North Miami Beach / North Miami  
Miami Shores / Skylake / El Portal  
Biscayne Gardens / Morningside  
Little River / Biscayne Park / Norland

**Neighbors**

The Miami Herald

Sunday, May 9, 1982



**A Mom for all seasons**

Today is Mother's Day, a perfect time to meet Susan Longman, wife and mother of 12. She's somewhere in that crowd up there. Page 26.

## **Find Out Prospect's “Hot Buttons”**

- **Breaking down the prospect's defenses:**
- **Specifically, you need to find out:**
  - 1) **What are their top 3 priorities?**
  - 2) **Has anyone else attempted to address these issues?**
  - 3) **Why are they not happy with the advice they've been given in the past?**



## **Develop your own Gold Medal Services**

- It's important that your client understands all of the services and benefits you provide as their financial advisor
- To appeal develop your own menu of specific services your firm provides
- The ability to provide a multitude of services under one roof is a value to your clients and will make your firm stand out



## Does Your Advisor Offer the Following Services?



### GOLD MEDAL SERVICES

*"The New Standard in Personalized Wealth Management"*

#### **Investment "Watch Dog" Service**

- Reviewing your investments and designing a personalized portfolio based on your profile and your needs
- Year-long, continual monitoring of your investments
- Regular meetings to: review and evaluate your investment performance, update your overall financial objectives and if necessary, reallocate your portfolio as agreed upon by you
- Quarterly Statements
- Sound, Independent, and Objective Advice
- Quarterly rebalancing of your portfolio as per your planning profile
- Commission-free transactions on your customized investment portfolio: fee-based only
- Recommendations regarding positioning of funds within your employer provided retirement plans such as 401(k)s
- Quarterly "market watch" letter detailing our firm's research, analysis and view of the current state of the investment markets

#### **Business & Individual Income Tax Reduction Planning**

- Comprehensive review of business as well as personal income tax returns to highlight opportunities for maximizing tax reduction strategies
- Routine review of your tax situation and planning to incorporate applicable tax law changes
- Consultations in conjunction with your CPA regarding tax projections and tax ramifications
- Consultations with Actuary regarding the initial setup and maintenance of qualified pension plans
- Recommendations of tax solutions including tax advantaged investments

#### **Retirement Income & Distribution Planning**

- Analysis of your income needs now and in the future
- Continual development and implementation of recommendations to fund your income needs and help maintain a comfortable standard of living
- Recommendations regarding the best distribution strategy for your employer retirement plans and IRAs
- Analysis of the beneficiaries of your IRAs and how to establish an inherited IRA

#### **Family Wealth Planning**

- Analysis of your current estate plan, estate tax issues as well as general concerns
- Consultations with your estate planning attorney, personal representative, and beneficiaries
- Assistance in transferring assets to your Living Trust, other trusts, or beneficiaries
- Providing guidance with the appropriate and necessary steps in the event of the death of a loved one

#### **Client Services & Communications**

- Quarterly Newsletter to keep you apprised of the most current planning options
- Quarterly/ Semi-Annual or Annual Reviews based on needs
- Special reports on how to reduce your taxes and other important topics
- Special Gold Medal Service Events, educational workshops, including client appreciation events (where you may bring up to 2 guests)

11098 Biscayne Boulevard \* Suite 304 \* Miami Florida, 33161 \* 305-892-8598

© 2011 Longman Wealth Care Management, LLC

The best compressive approach to review all their important financial planning issues is to conduct a **"Financial Check-Up"**



## **There are 5 key areas to a client's financial success:**

1. Protection
2. Taxes
3. Estate Planning
4. Retirement
5. Investments



**Longman**  
WEALTHCARE  
MANAGEMENT LLC

## **Do Not Discuss Specific Solutions at the First Meeting**

- Explain to client the proper way to giving advice
  1. Gather the data
  2. Analyze the information
  3. Make educated recommendations

**Longman**  
WEALTHCARE  
MANAGEMENT LLC

# Comprehensive Financial Action Checklist

Longman WEALTHCARE MANAGEMENT LLC

COMPREHENSIVE FINANCIAL ACTION CHECKLIST ITEMS

## Insurance

- |                                   |                                |   |                          |  |
|-----------------------------------|--------------------------------|---|--------------------------|--|
| 1. Establish Revocable            | 1) Prepare your tax projection | 1) Rebalance your portfolio                               | 1) Prepare Cash Flow     | 1) Review your medical insurance coverage and see how it may be affected by the new National Health Plan   |
| 2. Get your Living Trust          | 2) Investigate new tax deduct  | 2) (Review each of the invest                             | 2) Review your cash fl   | 2) Compare different Medicare options  |
| a) Many changes i                 | a) Your retirement             | 3) Your investments are too v                             | 3) Compare current ex    | 3) Investigate Medicaid Insurance  |
| b) A death/annuaring              | b) Your inheritance            | 4) Your Risk/Reward on inv                                | 4) Consider reducing c   | 4) Purchase additional health/long-term liability insurance for your children  |
| c) Your last EP rev               | c) Your health                 | 5) Your ROI is not competi                                | 5) Reduce your distrib   | 5) Consider opening a Health Savings Account   |
| d) You moved to a compared to you | d) Your new children gra       | 6) Compare pro and cons bet                               | 6) Review different alt  | 6) Investigate Long Term Care/ Supplement Insurance  |
| e) Possible estate v              | e) New tax laws                | 7) Reposition investments wi                              | 7) Establish a "Cash R   | 7) Apply for Disability Insurance  |
| 3. Confirm that the tit           | f) Litigation                  | 8) Compare pros and cons of                               | 8) Prepare Retirement    | 8) Confirm your Life Insurance coverage is appropriate for your current economic situation   |
| 4. Confirm that the be            | g) The sale of your busin      | 9) Invest money currently in                              | 9) Calculate Retirement  | 9) Increase your Life Insurance coverage to SX   |
| 5. Review beneficiary             | h) You turned age 70 1/2 a     | 10) Liquidate CDs as they mat                             | 10) Coordinate your in   | 10) Consider reducing your Life Insurance coverage down to SX  |
| 6. Consolidate your IR            | i) Other                       | 11) Confirm your emergency f                              | 11) Review your differe  | 11) Confirm the ownership and beneficiaries of your life insurance policies are titled properly (possibly in an Irrevocable Life Insurance Trust) and are consistent with those stated in your estate plan |
| 7. Amend your Medica              | j) Sell taxable bonds/CDs in   | 12) (If ROL on IRA is less than investments or your IRA e | 12) Your retirement sav  | 12) Fund your buy-sell agreement with appropriate life and disability insurance  |
| 8. Establish a Commu              | a) Deferred annuities          | 13) Coordinate investments be                             | 13) Roll over your retir | 13) Purchase a personal umbrella policy (or increase to maximum coverage – usually \$5,000,000)  |
| 9. Amend your estate j            | b) Dividend-producing s        | 14) Reduce duration in your b                             | 14) Compare the differe  | 14) Run an illustration and re-confirm that the cash value of your life insurance policy is sufficient so the policy does not lapse in the future  |
| 10. Review inherited IR           | c) Municipal bonds             |   | 15) Determine which in   | 15) Review homeowner's and automobile insurance policies and confirm your deductibles are appropriate  |
|                                   | d) Mutual funds that fav       |   | 16) Consider delaying r  |  |

## Discuss Your Compensation at the End of the Meeting

- We get compensated in 3 different ways:
  - Fees
    - Tax Preparation
    - Estate Planning
  - Managing your wealth
    - Commissions vs. Fees
  - Referrals

Longman WEALTHCARE MANAGEMENT LLC

## Discuss Your Compensation at the End of the Meeting

Explain that your fee includes all of the services listed in your Gold Medal Service.

- **Do not dwell** on this subject at this time – save the details for the next meeting.
- **Exception** – if you discover that the client does his own investing and is not paying any fee, make sure that you get the client to agree that they will be happy to pay a fee if you illustrate that you are worth the fee.



## Closing the First Appointment

Get a verbal commitment from the client before you schedule a second appointment:

“I see a number of things I believe we can help you with. If I put together a list of recommendations that you agreed with, would you implement these through me?”



## **Closing the First Appointment**

- “There is no cost or charge for this next meeting. I have not been able to give you specific advice at this meeting. I will go over the details and answer your questions at the next meeting.”
- “If I have a question while preparing your report, is it ok to call you?”
- Make the follow-up appointment before they leave!



## **Transitioning From the 1<sup>st</sup> Meeting to the 2<sup>nd</sup> Meeting**

- Make sure the follow-up appointment is no more than two weeks later.
- Make a list of things for them to bring to their next meeting or drop off these documents before the next meeting.



# How to Master the Closing Meeting



Longman  
WEALTHCARE  
MANAGEMENT, LLC

## The Closing Meeting

- One of the biggest mistakes that most advisors make during the initial interview is **give answers.**
- **NEVER GIVE ANSWERS DURING THE FIRST MEETING!**

Longman  
WEALTHCARE  
MANAGEMENT, LLC

# Financial Action Plan

- Review Your Sample Action Plan with Client
- There are usually 3 topics:
  - Estate Planning
  - Income Tax Reduction Strategies
  - Investment Planning
- Limit Financial Action Plan Items to 10-12 Recommendations
- Leave Investments for Last!
- Prioritize Top 3 Things to Implement Immediately



# Financial Action Plan



## Financial Action Plan James and Becky Abovewater January 10, 2010

### Estate Planning

1. Consider amending your trust due to changes in income beneficiaries and remaindermen
2. Confirm that the title of each of your assets are held properly in the name of your trust
3. Confirm that the beneficiaries of your retirement accounts are consistent with those identified in your trust
4. Consolidate your IRA and brokerage accounts to reduce unnecessary paperwork and legal fees

### Income Tax Planning

1. Investigate new tax reduction strategies due to the zero Income Tax Rate on Qualified Stock Dividends and Long-Term Capital Gains
2. Recalculate the cost basis of your investments since these assets were inherited and received a special tax break called a step-up in basis
3. Recheck your tax deductions on Schedule A regarding Investment management fees
4. Investigate the possibility of doing a Roth IRA conversion

### Investment Planning

1. Rebalance your portfolio because your asset mix is not commensurate with your risk tolerance level
2. Reduce duration in your bond portfolio
3. Establish 529 plan for your grandchildren

## **Discuss Things Their Financial Advisor Probably Overlooked**

- National Health Plan
- Income Tax Return and Tax Reduction Strategies
  - Roth IRA Conversion
  - Inherited IRA vs. an IRA They Inherit
- New Estate Tax Laws
- Consolidated Asset Allocation Report
- Financial Action Plan
  - Confirm Beneficiaries of Retirement Accounts same as in Estate Plan
  - New HIPAA Laws
- Retirement Income Planning



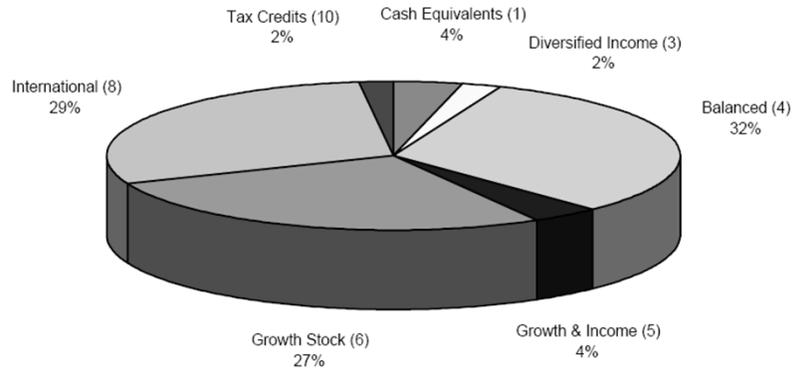
## **Consolidated Asset Allocation Report**

- A Picture Paints a 1,000 words!
- KISS – Stocks/Bonds/Cash
  - 40% vs. 60% vs. 80% Equities
- Review the Consolidated Asset Allocation Report. Compare the Risk Level They are Taking to the Risk Level They said They Wanted



**James and Becky Abovewater  
Investment Portfolio**  
January 20, 2010

**Prepared By: Thomas J. Longman  
Longman WealthCare Management, LLC**



**Longman**  
WEALTHCARE  
MANAGEMENT, LLC

## Keys to Closing Clients

- Sell the Solution, Not the Product
- Enthusiasm is Contagious!
  - List the benefits of your recommendations you get excited about
- Compare Yourself with Your Competition:
  - “How often does your advisor look at your tax return?”
  - “Didn’t your advisor bring that up?”
  - “We are interested in a Long-Term relationship with our clients”
  - “I would like to be the last financial advisor you ever have!”
- The “True Objection” rarely gets asked
- Use words the client understands – only 32% of people surveyed knew what a “percentage” meant!

**Longman**  
WEALTHCARE  
MANAGEMENT, LLC

## Compare Yourself with Your Competition

- “Do You Know What Makes Us Different?”
- Fiduciary Relationship
  - Financial *Advisor* vs Financial *Planner*
  - “Suitable” vs “Best” Investment
- Compare your credentials to their current F.A.
- Gold Medal Service
- “We look at your big picture.”
  - Consolidated Asset Allocation Reports



## Overcoming Prospect Objections

- “The Stall” – “I have to think about it!”
- “The stock market is too risky!”
- “I do not want to invest right now – the stock market is too high!”
- “I can do it that myself!”



## **Once the Client Has Given a verbal agreement to go ahead**



**Longman**  
WEALTHCARE  
MANAGEMENT LLC

## **Once the Client Has Given a verbal agreement to go ahead**

Summarize what you will be doing:

1. We are going to fill out the paperwork.
2. We will be transferring the assets.
3. Schedule a client meeting and review the specific investment recommendations.

**Longman**  
WEALTHCARE  
MANAGEMENT LLC

## Once the Client Has Given a verbal agreement to go ahead

Remind the client of the things you never do:

- **I never delegate advice.** If you have any questions on your investments, tax planning, or other major areas of your financial picture, then you'll be dealing with me!"
- "However, one of the things I do delegate is the paperwork!

Longman  
WEALTHCARE  
MANAGEMENT LLC

## Growing Your Client Base and Referrals!!



Longman  
WEALTHCARE  
MANAGEMENT LLC

# In Order to Grow Your Investment Advisory Business You Will Have to Become Effective Marketers!



Longman  
WEALTHCARE  
MANAGEMENT LLC

## Client Retention

Big Ideas.  
BIGGER Results!



- Always return your clients calls the same day
- Meet with clients quarterly
- Send out meaningful mailings to maintain visibility
- Incentivize clients to refer YOU
- Make those who refer YOU feel special

### I Love Referrals!

Please call me if your friends or family would appreciate my services.

Longman  
WEALTHCARE  
MANAGEMENT LLC



## Make those who refer YOU feel special



**Longman**  
WEALTHCARE  
MANAGEMENT, LLC

### *Want to learn more about Roth IRAs?*

YOU AND YOUR FRIENDS ARE INVITED TO THIS INFORMATIVE  
GOLD MEDAL SERVICE CLIENT EDUCATION EVENT

### ***Roth IRA Workshop***

2010 brings a tax law change with opportunities to convert your existing retirement accounts to a Roth IRA with certain advantages.

Learn about Roth IRAs and hear information that can help you determine if you should consider a Roth IRA conversion.\*

***Plan on attending this exclusive educational event!***

***Thomas J. Longman, CPA, PFS, will host this event.***

**Thursday, February 18, 2010**

Miami Shores Country Club  
Miami Shores, Florida  
12:00-2:00PM

*Lunch and Dessert will be served.*

**Seating is limited, so call (305) 892-8598 to reserve your seats now.**

**Longman**  
WEALTHCARE  
MANAGEMENT, LLC

Thomas J. Longman, CPA, PFS, has over  
25 years of experience working with businesses and individuals.  
11098 Biscayne Boulevard \* Suite 304 \* Miami \* Florida \* 33161

\*The potential benefits depend on your personal situation and the direction of future tax rates.  
Thomas J. Longman, CPA, PFS is a Financial Planner with Longman Wealthcare Management, LLC, a registered investment advisor.  
Member FINRA.

## Referrals

- Happy Client = **Referrals**
- Make **ASKing** for referrals a consistent part of your client meetings
- Conduct Education workshops for clients and referrals



**Longman**  
WEALTHCARE  
MANAGEMENT, LLC



**Longman**  
WEALTHCARE  
MANAGEMENT, LLC

**11098 Biscayne Boulevard, Suite 304**

**Miami, FL 33161**

**Ph: (305) 892-8598**

**Fax: (305) 892-9949**

**[tjlongman@tomlongman.com](mailto:tjlongman@tomlongman.com)**

**[www.tomlongman.com](http://www.tomlongman.com)**