

CASE STUDY CLIENT ENGAGEMENT



The Lead Adviser 10/3/NOW Framework* in action over 12 months

| | INITIAL MEETING | ENGAGEMENT PROCESS TIMEFRAME IN MONTHS 1 ST YEAR | | | | | | | | | | | | 2 ND YEAR |
|----------------------------|--|--|---|---|---|---|---|---|---|--|----|---|----|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | |
| BEFORE LEAD ADVISER | FSG No charge | SOA & FACT FIND SECOND MEETING ADVICE ACCEPTED \$2K for advice may be charged in month 4 or 5 | | | | | 1.1% ASSET BASED FEES COMMENCE | | FINANCIAL PLAN IN PLACE UP TO \$6-7K in feed in first year based on 1M FUM | | | | | FINANCIAL ADVISER \$11K FUM based fee (1MIL) |
| AFTER LEAD ADVISER | 10-3-NOW FOUR L'S FSG Client agrees to engage. \$1.5K per month professional fee to proceed. | GETTING CLIENTS LIFE WELL ORGANISED USING LEAD ADVISER FRAMEWORKS \$1.5K p.m. professional fee for service | | | | | PROCESS FOR PERSONAL FINANCIAL ADVICE COMMENCES \$1.5K p.m. professional fee for service | | | LIFE PLAN IS IN PLACE \$1.5K \$18K first year – professional fee for service | | LEAD ADVISER ACTING AS CFO ON THE FAMILY BOARD \$18K yearly ongoing fee - not tied to portfolio but based on professional fee | | |

PERTH PRACTICE
TWO OFFICES

-  **Help Articulate and Define** What makes a great Life for the Family
-  **Collate and Understand** all the Assets of the Family
-  **Help Design a Strategic Life Plan** for the Family
-  **Coordinate a Best of Breed Team** to Assess and Embed a **Continuing Risk Plan** for the Strategic Life Plan



FUM is not the leading indicator for clients, it's getting their life in order that counts.

*The Lead Adviser frameworks apply to clients with complex needs. For more information visit leadadviser.com.au