

**FPA OF MICHIGAN**  
**TABLE TOPIC DISCUSSION QUESTIONS**

1. Recently, there has been a lot of talk about AI's impact on business and employees. When thinking about AI's future role, how do you see it affecting the way you do business and interact with clients?
  - a. Do you use AI in your practice currently? If so, how has it benefited you or your firm?
  - b. If you are exploring AI for your practice, which areas do you think would benefit and why?
  
2. We invest significant time in systems and workflows to enhance accuracy and efficiency in our business. How does your CRM system contribute to your daily operation goals?
  - a. Is it mainly a contact database, or does it play a broader role in your firm?
  - b. Do you use an integrated system where CRM is built in or does your CRM integrate with multiple software systems? What are the advantages and disadvantages of each approach?
  
3. We've seen several mergers and buyouts lately as owners plan for retirement. Some prefer internal succession, and experts advise starting succession planning ideally at least a decade before retiring.
  - a. Owners, what hurdles have you faced in planning your firm's future? What qualities do you seek in the next-generation leader or planner among your staff?
  - b. Aspiring next-gen leaders and planners aiming for ownership, what challenges do you foresee in the succession process? What qualities do you value when assessing potential firms?
  
4. Estate planning is a key aspect of what we do as planners. We help clients reduce estate taxes and ensure assets go to the intended recipients.
  - a. When working with wealthy families, how do you engage the next generation?
  - b. From a business perspective, how do you manage fees and time spent on the next generation, given they may not be profitable clients at this stage?
  
5. In an era where larger firms can offer flashy investment products without sacrificing time or profit, how can smaller firms impress clients without depending on trendy but potentially unsuitable investments?
  - a. Do you emphasize building strong client relationships, offering comprehensive investment education, and prioritizing impactful planning aspects over flashy trends?