Enhance Financial Planning Meetings

With a Strategic Planning Meeting Process

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President

Mason & Associates

- **Our Story:**
  - Founded: 2003
  - Fee Only RIA: 9/1/2020
- **Our Clients:**
  - Federal Employees
  - At or near retirement
- **Our Team:**
  - 5 Advisors & 4 Team Members

Youtube.com/@fedemployeefinancialplanning

What to Expect

- Surge & Strategic Planning Meeting (SPM) Season
- Mini Surge
- Implementation & Meeting Agendas

What is Surge?

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- **When:** April 15 through May 30
- **Meeting Type:** Virtual
- **Length:** 1 Hour
- **Who:** Everyone
- **17 meetings per week**

Strategic Planning Meeting Season

- Do not use “Surge” with clients or prospects
- Replace Annual Review with Strategic Planning Meeting

Head Trash / Concerns

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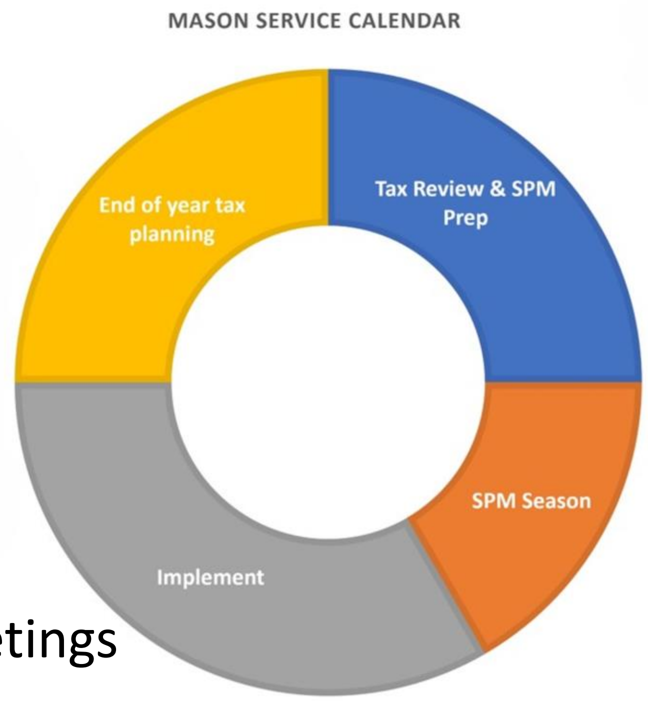
Is one dedicated meeting enough? **Yes**

- **January - April:** Tax Prep / Tax Prep Meeting as needed
- **April - May:** SPM Season
- **May - end of year**: Accomplish actions from SPM
- **Sep - Nov:** End of year tax planning

Will clients understand why we are less available? **Yes**

- Clients highly value having a dedicated time **only** for client meetings
- Clients appreciate our preparation and the value we're providing



Head Trash / Concerns

What will clients think about the change to the calendar? **Non-event**

Will clients be okay staying with virtual meetings? **Yes**

Will Surge impact my personal life negatively? **No**

Will prospective clients be okay waiting? **Yes**

It’s a big lift- is it worth it? **Yes, but only if you #SurgeLife**

Before Surge?

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Annual Reviews

- **Meeting Date(s):** Birth month
- **Meeting Duration:** 2 Hours
- **Availability:** 12 months per year

Lack of Efficiency & Client Experience

- **Meeting Types:** All Available
  - Marketing, Intro, Plan, Reviews, etc.
- **Preparation Time:** minimal
  - No Agenda, No Documents

Why Surge

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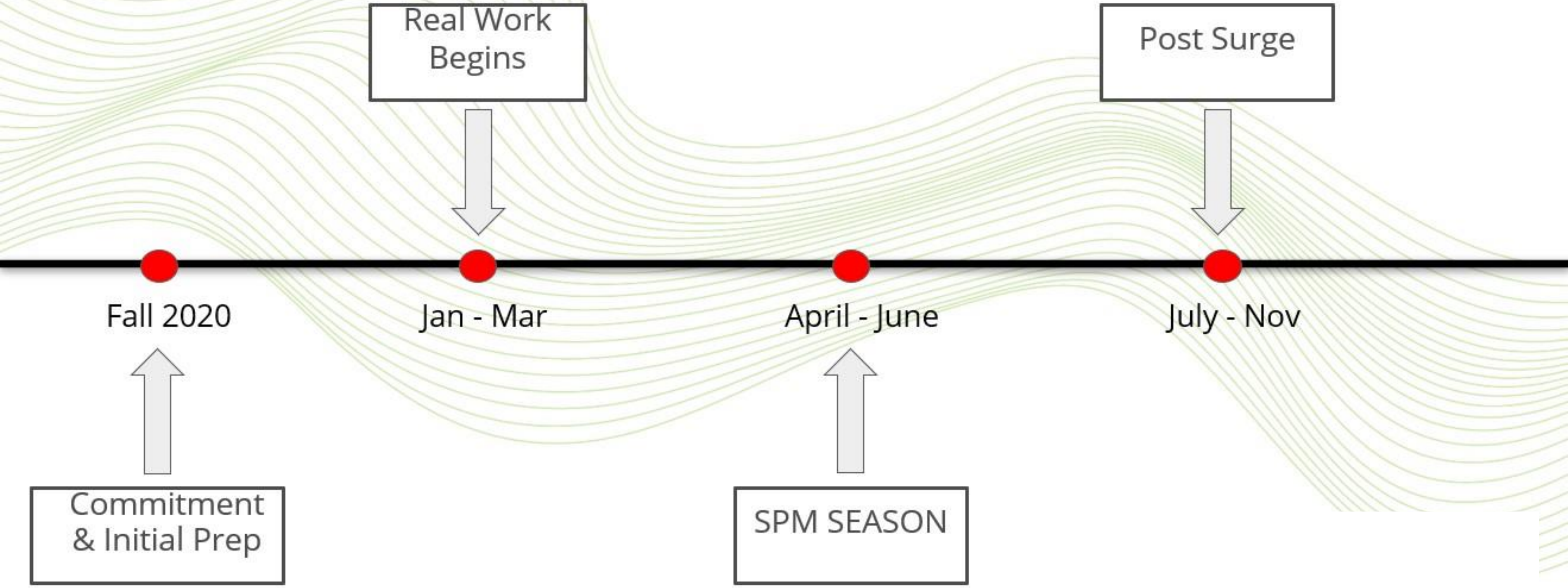
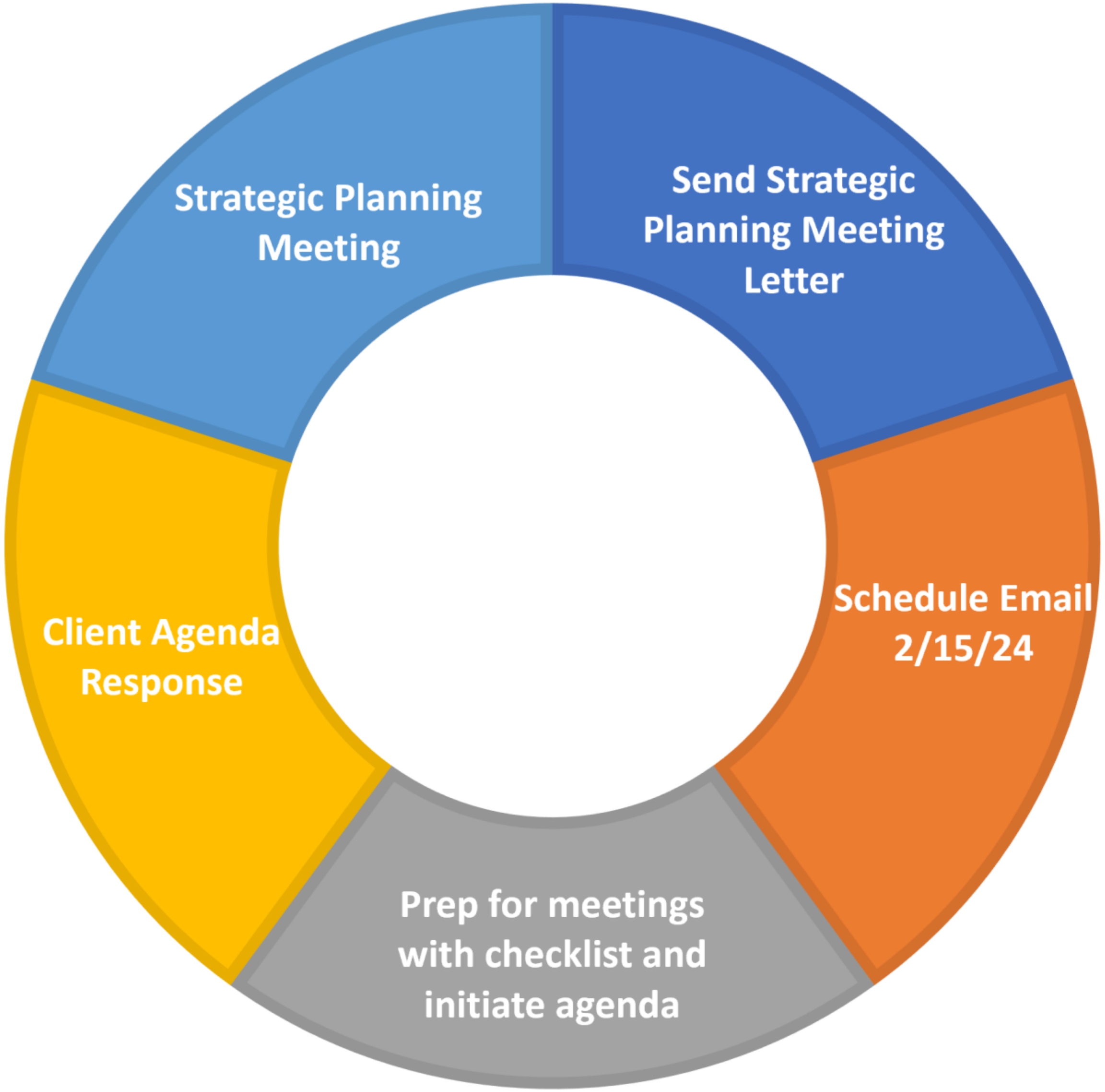
Benefits

- **Consistency**
  - Similar service schedule
  - Consistent experience
  - Similar message
- **Efficiency**
  - Bulk meeting prep
  - Condensed meeting schedule increases focus
  - NO OTHER MEETING TYPES
- **Exclusivity / Value Statement**
  - Value of dedicated time is easy to communicate

Initial Implementation



STRATEGIC PLANNING MEETING PROCESS



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What's Included & Why?

- **What we created**
  - Paper checklist
  - Used for every meeting

- **Why?**
  - Systematize the meeting prep process
    - Identify planning opportunities
    - Identify agenda items & documents needed
    - Identify client questions
    - Ensure quality meeting prep

Meeting Agenda

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Benefits

- Preparation is required
- Meetings are shorter
- TPR dishwasher rule

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Newport News, VA 23606
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Strategic Planning Meeting

Meeting Start	May 11, 2023 08:30 AM	**Meeting End**	May 11, 2023 09:30 AM
Location	Zoom	**Attendees**	

Please upload documents needed for planning: Click here to upload

- 401(k) / TSP / Outside investment statements
- Budget
- Life insurance policy information / statement of benefits
- Social Security statement - include earnings history

Please describe any life or situation changes we should be aware of:

Topics, issues or questions for discussion:

- Roth conversion
- Life insurance review
- Social Security planning
- Cash flow

Summary Email & AI

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What is it & Why?

- **Part 3 of the Agenda Process**
  - Location to document internal notes
  - Notes & summary email combined into a single thought process

- **AI**
  - Zap to auto populate summary and outline in Wealthbox
  - Backup & Permission

- **Why?**
  - Systematize / streamline notes and summary email
  - Complete the experience

Internal Notes

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Client-Facing Email

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John & Saraaaa,

Thank you for a great meeting on 01/25. It's going to be a great year and I can't wait to hear about your travels.

Client To Do

- A

Mason To Do

- A

Agreed To

- A

To Be Determined

- A

I believe I've done a good job summarizing our meeting but please let me know if I've missed anything or if you have questions.

Mini Surge

What is it & Why?

- **It's your plan for every other time when you're not in Surge!**
  - 1st and 4th week
  - January-March & July-November
  - TWR
  - 1 Hour
  - Primarily Virtual

- **The big surge isn't worth it if you don't mini surge**

Annual Calendar

- **Introductory Calls**
  - January-December
  - Round Robin

- **Introductory Meetings**
  - January-March 15
  - June – October 15
  - Normal cadence takes care of initial plan and onboarding meetings

- **Client Meetings**
  - January – 1st week of December

Why? Why? Why?

- **Why Virtual**
  - Action meetings
  - They begin on time
  - They end on time

- **Why Checklist? Why Surge? Why Agenda? Why Summary Email?**
  - They are more prepared
  - You are more prepared
  - 1 hour is more than enough material for most to digest
  - Meetings are organized
  - Complete client experience

- **Why is it good for you and your team?**
  - It's more efficient
  - Prep time goes down
  - SPM Season is your life which means you deliver a better performance