Why Your Financial Plan is **Important**

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WEALTH STRATEGIES
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WHY YOUR FINANCIAL PLAN IS IMPORTANT

The key word in the title of this paper is ***plan***. We've all heard the old adage, "If you fail to plan, you are planning to fail," regardless of the endeavor, the pursuit or goal. Anything you want to succeed at must have a viable plan with identifiable key steps to follow. There must be stepping stones in place.

Example #1

A sports metaphor. An NFL coach must spend time creating a game plan for each game, but the bigger plan must include getting into the playoffs and, hopefully, the Super Bowl. At the end of every season the coaches look back at the last season and begin planning for the upcoming season. They look at all their assets, the game schedule and their personnel to determine what steps they must take to reach their goals.

Example #2

A simple family cross country driving trip from Scottsdale to Washington D.C. to NYC to Miami Beach and back home. It will require planning. Where do we stop for gas, food and lodging? How much time and money will it require? What is our budget? You hopefully don't just jump on the 101 and start driving without looking at a map and planning your trip.

Your financial trip from where you are to where you want to be is no different. It requires a road map--a game plan to succeed. Your financial plan, just like a coach's game plan or a family road trip, requires personalization. Just like the Cardinals' game plan must be built around the Cardinals' goals, not the Jets' the Seahawks' or the Giants' goals. A family road trip must be planned around your trip not your neighbors' or your best friends' trip. It can't be canned, and it can't be guess work. It must be carefully thought-out, written down and monitored with your own team of professionals, your CPA, Estate Planning Attorney, Insurance advisor and financial advisor. These are your trusted coaches, your map makers.

WHY YOUR FINANCIAL PLAN IS IMPORTANT

Wealth Strategies Advisory Group prides itself in working closely with our clients to discover your most important financial goals. From the start, we want to understand what's most important to you about your money, your family and all of your financial goals. From that information we'll begin the process of formulating your personalized financial plan. Our chief objective is to assemble a strategic plan with your CPA, your attorney and your insurance specialist. If you don't feel like you have that team in place, we will be happy to make referrals to experts in each of those areas. The key is assembling your strategic team which has you and your goals in mind.

Our process includes the following:

1. Discovery Meeting. This is where we learn about you, your personal goals, your family dynamics and what's important to you about your life and your money. It is also important to determine your risk tolerance and establish a risk profile. We will provide you with a questionnaire to assist us in evaluating your personal information.
2. A review meeting of your goals for clarification and a portfolio review, if requested, of your current financial investments.
3. A recommendation meeting to discuss our recommendations for your personalized plan and to discuss whether or not we would be a good fit for you in the pursuit of your goals, as well as whether or not we would be a good fit to formulate a financial plan to assist you.

4. We discuss how to implement a recommended plan personalized for you.
5. We go to work for you and begin the planning process. This will include establishing a secure personal website for you to monitor all of your financial data and our planning.
6. We will schedule ongoing meetings to implement our recommended financial strategies. You will be involved with us in all implementation strategies. This will

include future income strategies, estate planning, portfolio construction and overall wealth management. As part of our planning, we will include an analysis of your current and future cash flow needs.

7. We will schedule ongoing progress meetings with you to insure we are all on track in the pursuit of your personal goals. These meetings will be scheduled based on your need for information and done on a monthly, quarterly, semi-annual or annual basis.

In summary we want to insure you are comfortable with our process. We want to keep you informed in all we are doing to help you meet all your financial goals.

To learn more about how we may be able to put our passion for planning to help you pursue your financial objectives, contact us at your convenience!

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