

# Does My Advisor Get Me?

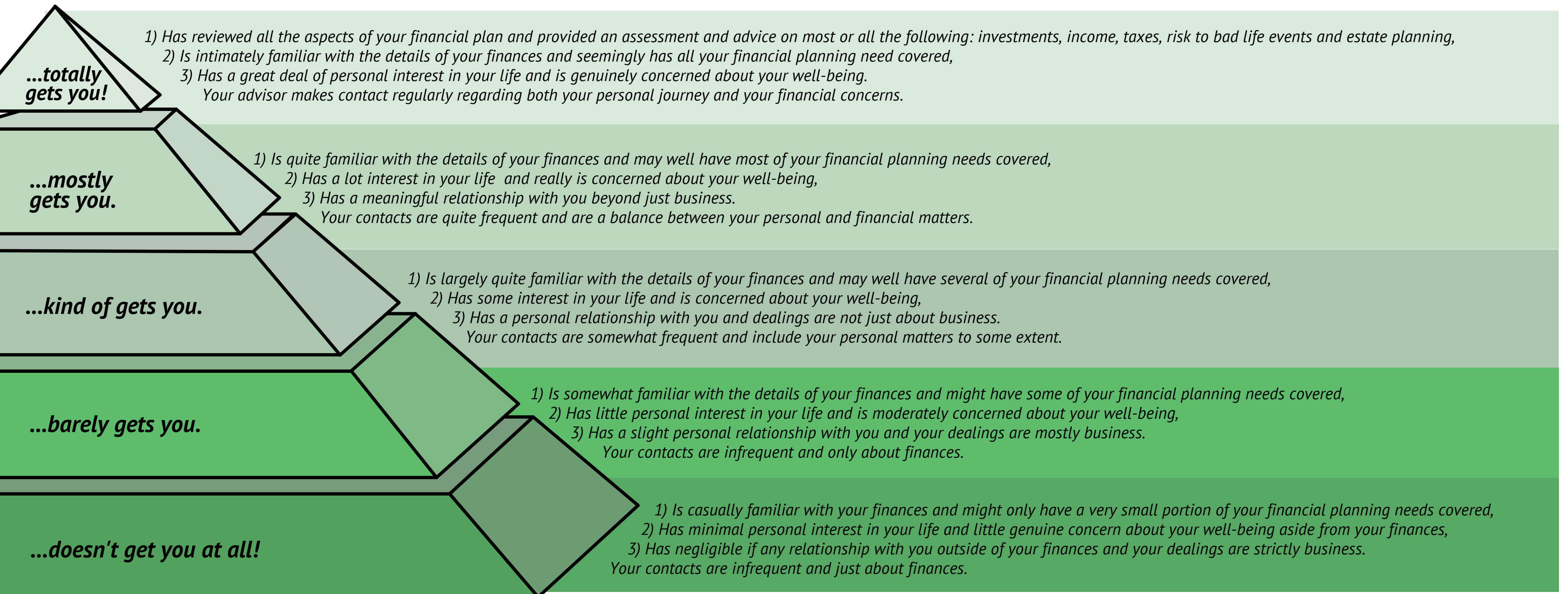
In a professional Client/Financial Advisor relationship, the only TRULY important measure for you—the client—is the effectiveness of the planning and the performance of the financial strategies and instruments put in place to meet your needs. **You need a relationship that increases the likelihood you will maximize your financial success with confidence.**

There are 3 Facets of a Client/Financial Advisor Relationship that support that understanding:

- Collaborative Financial Planning: thorough financial planning specifically designed to meet your unique needs that you are actively participating in
- Genuine Interest and Concern: a personal interest and concern in your financial success without regard how the advisor may benefit
- Personal Relationship: mutually enjoyable and sincere relationship with you that transcends financial dealings and values who you are

## 5 Levels of Client/Financial Advisor Connectedness

*Your Financial Advisor....*



Want to see how you score your Financial Advisor? TAKE OUR SURVEY

# Does My Advisor Get Me?

*Financial effectiveness should be the singular objective for a client when working with a financial advisor.*

An expert financial advisor is able to leverage the skills and experience gained over many years in the profession with Client/Advisor Connectedness to provide a fabulous client experience and financial results to match. However, it may be challenging for a client to know if the advisor is actually doing a good job, since you might not have a sufficient understanding of finances or an informed expectation of the services you should be receiving. And although the connectedness you may feel is a potentially beneficial facilitator for achieving financial effectiveness through an advisor, be careful you do not equate the two. Greater connectedness on all 3 Facets of a Client/Advisor Relationship is more likely if your advisor uses best practices for holistic financial planning while meeting your unique financial needs:

- Know you and “your story”
- Know your financial objectives
- Know your financial resources
- Know your financial understanding and limitations, and preferences
- Structure your finances to meet your objectives efficiently and effectively
- Communicate and review the plan regularly and make modifications as needed

## NOTE

*Not all Financial Advisors cover the 5 components of Financial Planning. Make sure yours does!*

Create Wealth

Generate Income

Neutralize Risk

Minimize Taxes

Transfer Wealth

A thorough plan resulting from a healthy, personal relationship with a financial advisor who has a selfless interest in your wellbeing increases the likelihood of your plan’s success. An advisor who has a deep understanding of your needs and goals as well as a top-of-mind familiarity with the details of your financial plan will be better prepared to take advantage of opportunities to modify your plan as they arise. And a warm personal relationship may increase your comfort level to discuss your very personal financial needs and concerns openly and honestly.

Although a personal relationship is desirable, it does have a possible drawback—it could come to overshadow the importance of the foundation of the relationship: financial results. Keep in mind, your financial advisor is engaged to provide a service and work on your behalf. **Remember, your advisor is not your buddy. Your advisor has a job: to work for you.**

## AFTER YOU TAKE THE SURVEY: Tips for Analyzing Your Score

Read the description of the Level of Client/Advisor Connectedness on the other side of this resource corresponding to the “Gets Me” score you gave the professional you entrusted to serve you. If you feel any of the statements in the description for your score over- or understate your actual experience in working with your financial advisor, it may indicate an imbalance between the Facets (Collaborative Financial Planning; Genuine Interest and Concern; Personal Relationship) encompassing your dealings with your financial advisor. If the Personal Relationship Facet doesn’t match your actual experience, this could be a cause for concern that you are over-prioritizing the personal relationship aspect of your dealings to the detriment of your financial success.

An over-stated description of your actual experience related to Collaborative Financial Planning may also indicate the best practices for holistic planning outlined in this resource are not being adhered to, or may be revealing that you do not have a financial professional who is sufficiently knowledgeable to meet your financial needs. Be sure to express any concerns or dissatisfaction you may have about your financial performance and any other aspects of your dealings that are not satisfactory with your service professional. Seek another financial advisor to get a second opinion.

NOTE: Not all financial advisors are equally skilled and experienced in the many components of financial planning to be able to deliver equal results. Two advisable requirements when choosing a Financial Advisor include, 1) the professional have a fiduciary obligation to act in your best interest, and 2) be a Certified Financial Planner™ practitioner or have a comparable professional designation. As important as it is that your advisor “gets you,” it is even more important that your financial advisor has the capabilities and skills to optimize your financial outcome.

*Please feel free to contact us and honestly share where you are on your financial journey and how effectively your Financial Plan is meeting your goals. Let us know your needs and how the services you are receiving are meeting or are not meeting your needs—and in what ways. We are always ready to listen and happy to help if we can.*

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