



## **The Wealth Management Process**

### **Investment Management**

Establish Goals

- Long and Short Term Accumulation Targets / Income / Preservation of Capital

Evaluate Elements of Client Risk Tolerance and Relate to Goals

- Portfolio Size / Time Horizon / Income Need / Psychology

Establish Allocation Plan / Diversify / Select Investments and Managers / Rebalance

- Maximize Return based on Client's Ability to Assume and Accept Risk
- Balance Income and Growth to Achieve Client Goals

Strive for Portfolio Tax and Cost Efficiency

- Low Portfolio Turnover / Tax Loss Harvesting / Tax-Deferred Accounts
- Low Portfolio Management Costs / Minimize Transaction Costs

### **Financial Planning**

Establish Goals and Objectives

- Short and Long Term Savings - Emergencies / College / Retirement / Other
- Time Horizon for Each Need
- Net Worth and Desire to Gift / Transfer Wealth to Heirs

Identify Unique Challenges and Opportunities

- Special Needs / Early Retirement / Life Events

Establish a Comprehensive Financial Plan Designed to Meet Goals and Objectives

- Cash Flow / Debt / Tax Management
- Risk Management (Insurance)
  - Life and Disability / Property and Casualty / Health / Medicare
- College / Retirement / Estate Planning

Implement / Periodically Review and Update the Plan