



Friday

8:00 - 9:30

Triple Play Portfolios:

3 IPI Advisors Pitch Their Sample Portfolios to a Sample Prospect

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Bill & Betty

First Meeting

Get to know the client & find out what the client wants from us.

- Do they want help with social security planning?
- What accounts should we include? (are they happy w/ Raymond James)?
- Do they have any special situations regarding beneficiaries?
- Do they have any special needs/wants with their mortgage?
- Do they want help planning for their grandchildren's education?
- Do they want to discuss life insurance or long term care?
- Do they have legacy/trust/estate planning issues to discuss?
- Do they want retirement income planning?
- Do they want an income guarantee?

First Meeting

Set Expectations

- Expect multiple meetings. For Bill & Betty, if they want to discuss all issues, expect 7-8 meetings.
- Depending on the client, we rarely schedule a meeting for longer than an hour. (not including golf talk)
- There will never be a charge for a meeting unless we tell you about it before the meeting. (Ex. If they decide they don't want to use us for anything but social security planning, we might charge a planning fee.)

Follow Up Meetings (up to as many as we need to make the client feel comfortable)

Portfolio Construction – Risk vs. Reward Discussion

- Find out what the client wants and what the client needs.
- Using excel/money guide pro/etc., we will show examples of how different returns and different withdrawals effect their accounts.
- We let the client decide what returns, income, account to make withdrawals from, etc. and how that might effect their portfolio.
 - We give ideas but the client makes the changes they want.
- We will discuss various strategies and asset classes.
- Client will decide what return they want to achieve with each portion of their assets.

Manager Selection Meeting

- This is typically a shorter meeting.
- The client will have a basic understanding of risk vs return at this point.
- We present which manager is most likely to make the client most comfortable.
- What we consider when choosing a manager.
 - Would the client be happy with multiple accounts/custodians?
 - Would the client understand more complicated investments? Alts, Options, etc.?
 - Is the client likely to withdraw more than they are planning?
 - What minimums will need to be met to access certain managers?
 - What is the cost to the client?
 - Is the client comfortable seeing management fees?

Manager Selection Meeting (continued)

- We try to have a lineup of about 10 -15 managers that are all playing a different role.
- We look at these managers often and know what is going on with them.
- Each client account is allocated differently, but typically we use between 2 – 5 of the managers.
- The client's previous meetings will have narrowed the managers down to the few we would select.

Example Portfolio - 1

\$200k – Taxable – CDs/Investment Grade Bond Ladder

\$768k – IRA – Balanced Account – Riverfront Moderate Growth & Income

\$178k – Roth – Balanced Account – CMC Conservative Growth

\$500k – Taxable – Convertible Bonds – Wellesley Investment Advisors

\$424k – IRA – Balanced Account – Garrison Financial

\$310k – Taxable Balanced – CMC Conservative Growth Tax Advantaged

Sample Lineup

Aggressive Growth

- Clearbridge, O'Shaughnessy, American Funds, Harding Loevner

Balanced/Growth

- Riverfront, Garrison, CMC

Fixed Income

- CAM, Garrison, Wellesley, Nuveen

Summary

- The client decides, with help from us, what portion of their assets they want to put into equities, fixed income, CDs, etc.
- All portfolios have positive and negative attributes. We explain the difference, but it's the client's choice.
- We get paid the same no matter what the client chooses. We only get paid if the client stays happy.
- Once they choose their allocation, we suggest the manager from our line up that best fits their desired expectations.
- We typically give between 2 - 3 different manager allocations, and again the client chooses.