

50 Things on the Journey of Advisory with a TAMP

- Learn what your current practice is approximately worth
- Learn what your practice could be worth
- Learn which of your clients benefit from Advisory
- Learn what a TAMP is
- Learn why Advisory is not a product but a service
- Learn how to handle the fee discussion with clients
- Learn how models react to market movement
- Learn how many hours in a year are needed to manage your advisory business
- Experience picking only those clients you want to work with
- Experience seeing your monthly recurring revenue go up with AUM
- Experience a client leaving you for fees in the first year (expect a 2% attrition)
- Experience your revenue going up and down with the market
- Experience your revenue going up through contributions
- Experience your revenue going up through contributions to AHA
- Experience your revenue going down through distributions
- Experience a client comparing your returns with a market benchmark
- Experience your clients asking why the market moved a certain way
- Experience the discussion of how much of the household assets are at risk in the MKT
- Experience a losing investment hitting the sheets
- Experience a trading cost question from a client
- Experience having a prospects current portfolio analyzed with a report to present
- Experience having your clients go through Riskalyze suitability every year online
- Experience you seeing your monthly client AUM Report
- Experience a client asking about the web portal for their statements
- Experience a monthly market comment related to the models for your clients
- Experience how to compare the advisory fee to the current cost of asset management



Experience the question “should I bother much with commission clients anymore”

Experience selling part of your practice to someone

Experience restructuring your schedule

Experience having your client review prepared for you

Experience all your forms being prepared for you

Experience a direct conversation with the portfolio manager

Experience why models are used for households

Experience why models need to change for a client

Experience client suitability systematically updated for you

Experience someone handling your client contributions

Experience someone handling your client distributions

Experience someone changing beneficiaries at the custodian for a client

Experience assets held away (AHA) being managed for a client

Experience getting paid for client AHA

Experience looking through your CIP to target clients with AHA

Experience AHA as 20% of your AUM

Experience saying no to a prospect

Experience seeing your future Advisory AUM match your current total practice

Experience guiding your business as a real asset of value

Experience listing your business value on your net worth statement at 2.5* last year’s revenue

Experience 150 clients with only 150 appointments per year

Experience someone doing trades needed for distributions

Experience someone returning calls for your advisory client needs

Experience knowing you are more compliant though the efforts of others

Experience a report being done for a client request about a specific stock or security