

ENDLOAD

PRESENT PERFECT

YOUR PICKS



■ By Lee Raine, president, G2 Financial, Calgary, as told to Deanne N. Gage
 Book: *The Power of Now: A Guide to Spiritual Enlightenment*, by Eckhart Tolle

This book is about how you experience living in the now. Whatever you are doing, whether it's having a family dinner or working on a business case, that's all that matters at that moment. Sound easy? It's actually really a difficult thing to do.

Most times, we're either recalling our past successes and failures or we're living in the future. Today, I might be golfing and I'm already thinking about what I'm doing tomorrow. You're only half present; you're not really focused and your head and heart are not totally there.

Tolle uses this example: If you and I went for tea, that's all that should matter right now—you're with a friend, you're having tea and you just squeeze all the life you can out of that. Then it's amazing how much more you enjoy that time.

The book changed my perspectives. Seven years ago, my wife got cancer. She's doing well now but we decided to start living life as we want to, in the now, because there are no guarantees. I've decided I'm not going to become a slave to my business. I'm now starting to take Fridays off and am trying to take Mondays off too. I make enough [money] and rather than acquire more, I'd rather enjoy more of the things that I want to do right now.

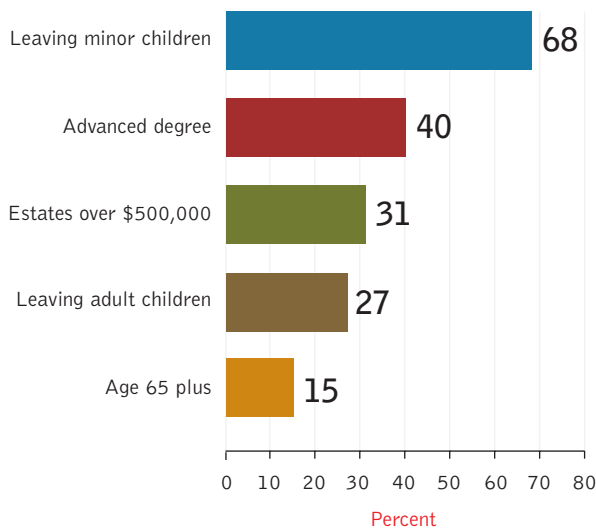
One of my best friends had a heart attack at 50, and died. Another one of my buddies, 52, just died as well. Maybe it's a middle-aged thing—I'm 53—and you start saying, "I need to enjoy the present right now."

Sometimes you realize that you're spending too much time at the wrong thing and say, "Well, my business is important so I better build it now and I can slow down when I am 55, 60." Then you get to 55 and have a heart attack and it's over. So for me it was about, "How do I live that balanced life in the here and now?" I still enjoy my work, but it doesn't consume me.

Will Call

They're wealthy and educated but many Canadians are still unprepared for the intergenerational wealth transfer.

Percentage of Estates With No Will



Source: Franklin Templeton Investments, Outlook + Opportunities Forum 2006



Cartoon by Sue Dewar

HOW THINGS WORK?

THE CLIENT REPORT CARD

Kids are headed back to school with their parents' pre-semester pep talks fresh in mind. Mom and Dad have set the standards and articulated their expectations. Now, if only those same parents would apply the report card concept to the people they encounter in their daily lives—starting with their financial advisors. Here's where you can help:

CREATE THE CLIENT REPORT CARD

First, identify your value proposition—whether it's investment advice, group benefits, insurance, estate planning, etc. Then, choose 10 Yes/No statements focused around the different ways you provide value to your clients.

For example, if your value proposition is insurance solutions one question could be: "If I were unable to work due to a disability, my family would have an alternative source of income."—Yes or No?

Or, if the question related to ascertaining the optimum low-risk investment portfolio for your client, you could frame the statement this way: "I am satisfied with the volatility of my portfolio."—Yes or No?

IMPLEMENTATION

Have your client complete the report card by answering yes or no to each statement. Total the number of times the client answered yes, and associate it with a letter grade. A client who answers yes to all 10 questions is in great financial shape and earns an A+. A client answering yes to only five questions would earn a B, which indi-

cates there are a number of issues you and he should address together.

Each time the client answers no, they're telling you where they need help. And since the questions reflect your value proposition for your practice, it's easy to illustrate to your client how you can step in effectively. For a new client who answers no to, "I am satisfied with the volatility of my portfolio," explain that you will make specific investment recommendations to reduce that volatility. Then, over time, refer back to the client report card and address each outstanding issue to its eventual, and hopeful, resolve.

POSITIONING

There is a delicate balance between helping a client identify where they need help, and making them feel bad. It is therefore important to explain to them that most individuals begin with a B or C grade, but together you can work toward the goal of reaching that coveted A+ in the near future.

I have found the client report card works well for both new and existing clients. I recently used it on a longtime planning client who was thrilled that her hard work and dedication had helped her achieve a perfect score. The report card process helped her realize the many hours we had spent working together had indeed paid off.

Another client identified, through the scorecard, that overall he was in good shape but his estate plan needed some work.

BENEFITS OF EMPOWERMENT

Tell an unsuspecting client they require life insurance, and you'll probably need a great sales pitch. Instead, why not help those same clients reach the conclusion themselves by actively involving them with your client report card? Your clients will be more willing to seek and implement your financial advice.

—*Mathieu Paradis, CFP, B.Comm., FMA, Independent Planning Group Inc., Ottawa*

- **SEPTEMBER 19 to 22, ACPM National Conference, Fairmont Winnipeg Hotel, Winnipeg, www.acpm.com**
- **SEPTEMBER 21 to 22, Changing Channel: The Future of Mutual Fund Dealers, Blue Mountain Resort, Collingwood, Ont., www.advisorlive.ca**
- **SEPTEMBER 26, Information Session on The Master's Certificate in Investment Planning, The Schulich Executive Education Centre, York University, Toronto, www.knowledgebureau.com**
- **SEPTEMBER 27 to 29, IFIC 20th Annual Conference, Metro Toronto Convention Centre, Toronto, www.ific.ca**
- **OCTOBER 11 to 12, 6th Annual Foundation, Endowments and Not-For-Profit Investments Summit, The Grand Hotel & Suites, Toronto, www.strategyinstitute.com**
- **OCTOBER 18 to 19, National Registrant Regulation Conference, The Grand Hotel & Suites, Toronto, www.strategyinstitute.com**
- **OCTOBER 19 to 21, 4th Annual IAFP Symposium, Victoria, B.C., www.iafp.ca**
- **OCTOBER 24, Financial Intelligence At Work Series: Buying & Selling a Book of Business, Centre Mont Royal, Montreal, www.conseiller.ca/formation**
- **OCTOBER 26 to 27, Intensive Course in Securities Law & Practice, InterContinental Bloor Yorkville Hotel, Toronto, www.canadianinstitute.com**
- **NOVEMBER 6 to DECEMBER 8, Master's Certificate in Investment Planning & Distinguished Financial Advisor (DFA) Designation, www.knowledgebureau.com**
- **NOVEMBER 7, Financial Intelligence at Work Series with Annie Boivin & Michel Lavoie, Château Bonne Entente, Québec City, www.conseiller.ca/formation**
- **NOVEMBER 7 to 10, 3rd Annual Distinguished Advisor Conference, On the Riverwalk, San Antonio, Texas, www.knowledgebureau.com**
- **NOVEMBER 10, Dialogue with the OSC, Metro Toronto Convention Centre, South Building, Toronto, www.osc.gov.on.ca**

To submit an event, e-mail
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