rebel FINANCIAL®

People before profit

rF Financial Planning Process

Table of Contents


rebel
FINANCIAL ®
People before profit
Technology

List of Technology Platforms

- eMoney
- Salesforce
- FP Alpha
- Plecto
- Asana
- Riskalyze
- Everplans
- Slack
- BombBomb
- Zoom
- Google Platforms
- Miscellaneous
- Bonusly

Quick Summary of Each Platform

- eMoney: Tracking and updating financial plans
- Salesforce: Internal CRM software
- FP Alpha: Tax projections and simulations
- Plecto: Internal goal tracking system

- Asana: Internal task completion tracker
- Riskalyze: Discovers clients internal risk tolerance
- Slack: Text like system to interact with coworkers
- Google Platforms: Create/track work

- Bonusly: Free way to reward coworkers for great work (with cash equivalents)

rebel FINANCIAL®
People before profit

Most day to day tasks will be completed or tracked through eMoney, Asana, Salesforce, and Google Platforms

When To Use Each Platform

- eMoney: Financial plan updates, posting recommendations to clients, creating and uploading financial plan documents
    - Salesforce: Finding info before client meetings to help with plan updates, post meeting adding notes, opportunities, and internal tasks
        - FP Alpha: Ad hoc tax projects
            - Plecto: When reviewing performance of yourself and others
                - Bonusly: At own discretion

rebel FINANCIAL®
People before profit

When To Use Each Platform

- Asana: Creating financial plan, tax, and estate task lists. Updating those task lists upon completion
- Riskalyze: Send before each client meeting to help us understand feelings on current situation and markets
- Slack: When needing assistance from another coworker
- Google Platforms: When checking meeting schedule, when noting financial plan changes through Google Sheets, when creating weekly reviews through Google Slides, and when creating process improvement projects or seminars

rebel FINANCIAL®
People before profit

rebel FINANCIAL®
People before profit

Quick Quiz
Technology

Which software will you NOT use regularly?

A) Google Platforms
B) Outlook
C) Salesforce
D) Asana

Answer in note under slide

rebel FINANCIAL®
People before profit

Video Summary Technology

rebel
FINANCIAL®
People before profit

rf Financial Planning Process

rebel FINANCIAL®

People before profit

Step 1

Finding Financial Planning Meetings

Finding Financial Planning Meetings

<u>Executive Summary: Most Meetings Will Automatically Be Added to Your Calendar</u>

- As someone on the financial planning team, meetings are uber important
- Without meetings, we would not have a job
- Most meetings you will get added to automatically by our internal scheduler (currently Rich) or other superior through an email invitation
- If you schedule a meeting for an advisor talk or message our internal scheduler (currently Rich) directly and they will add you when they can

rebel FINANCIAL®
People before profit

Finding Financial Planning Meetings

- Sometimes you won't be added to a financial planning meeting. This is why it's important to have a system to check for future meetings at least once a week (ideally on either Monday or Friday)
- The best place to find missing meetings? Google Calendar
    - Go to Google Calendar
    - View the calendar of each lead advisor (right now Tony and Phil)
    - Go into each meeting they have
    - If it's a perspective: ignore
    - If it's an existing client with a client search that client name in eMoney
- Check their calendar for a two week time period
    - If you decide to check every Monday, then check from that Monday-Friday and the next Monday-Friday
    - If you decide to check on Friday check the next Monday-Friday and the Monday-Friday after

rebel FINANCIAL®
People before profit

Finding Financial Planning Meetings

- So you found a missing meeting?
    - GREAT!
    - Add the meeting to your calendar
    - Proceed to Step 2
- So you realized every financial planning meeting is accounted for?
    - GREAT!
    - Proceed to Step 2

rebel FINANCIAL®
People before profit

Video Summary

Finding Financial Planning Meetings

rebel FINANCIAL®

People before profit

rebel FINANCIAL®
People before profit

Quick Quiz
Finding Financial Planning Meetings

How are most planning meetings found?

A) By being emailed invitation from scheduler
B) By searching every client name in an advisor calendar over a two week period on eMoney
C) By asking an advisor
D) By asking marketing

Answer in note under slide

Quick Quiz

Finding Financial Planning Meetings

You should check advisors calendars for future planning meetings at least once per week.

A) True
B) False

Answer in note under slide

Step 2

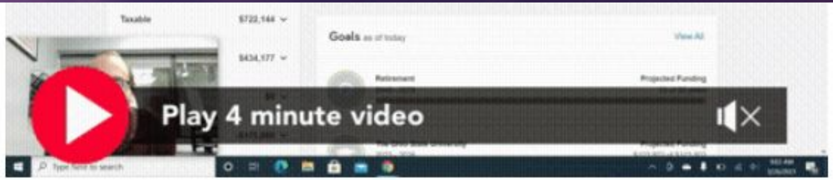
Send BombBomb to Planning Client Asking They Update Data

rebel FINANCIAL®

People before profit

Step 2 Video Example

Step 2 Email Content Example



Click to play this video.

Hi!

My name is John Civardi. I assist Phil and Tony in building and updating financial plans. Our team meticulously examines every aspect of your financial situation because you are a planning client. Therefore, it's critical a few things are done for us. Before we begin, please make sure the following information is up to date in your rFW portal.

All investment accounts
All cash accounts
Current income
Expenses

Also, please note any changes to your retirement date, employment, or other financial goals by either calling or emailing me directly.

We can't wait to meet with you!

John Civardi
rebel Financial
614-254-6575 Ext. 501
john@rebelfinancial.com
http://goodpensions.com

rebel FINANCIAL®
People before profit

Wait 1-3 days for client to log into portal and update data

rebel FINANCIAL ®
People before profit

Step 3

Send Riskalyze to Client asking they update their risk score (if one hasn't been received in a year)

Riskalyze Video Example

Step 4

Creating Financial Plan Project on Asana/Salesforce

rebel FINANCIAL®

People before profit

Planning Projects are created, updated, and tracked through a mix of four softwares: eMoney, Salesforce, Asana, and Google Sheets

rebel FINANCIAL®

People before profit

Planning Projects should be updated and reviewed at least once two weeks before meeting date

Step by Step Outline

- Check to see if the Financial Plan Box is clicked. If not, click it
  - Check to see if initial financial plan date is listed, if not add one
    - Update Last FP date to be today's date. Doing so will set off project task list in Asana
      - Update Asana tasks dates to match client meeting date and to give the person reviewing your work multiple days to review what you submitted

Step by Step Outline

- Check to see if FP Update Sheet for Client Meeting Exists
    - If not Make Copy of Existing FP Update Sheet in Google Docs
        - Rename to client you are working for
            - Delete any previous client information out of new document
- Add date of client meeting, stage in FP Process, and reviewer (your name). Date format is (Date of Meeting, month of meeting, year of meeting) for example 2FEB21 for The second of February in the year 2021

rebel FINANCIAL®
People before profit

Step by Step Outline

- Go back into Asana. Attach Google Sheet to tasks that say (attach)

- Double check to see if advisors or anyone working on the project were added to Google Sheet. They can't update and review what they do not see

rebel FINANCIAL®
People before profit

rebel FINANCIAL®
People before profit

Quick Quiz

Creating Financial Plan Projects

How long in advance of a meeting date should the first draft of a plan be completed?

A) 1 day
B) 3 days
C) 1 week
D) 2 weeks

Answer in note under slide

Quick Quiz

Creating Financial Plan Projects

Which platform is not used when creating financial planning projects?

A) Asana
B) Salesforce
C) Google Sheets
D) Morningstar

Answer in note under slide

rebel FINANCIAL®
People before profit

What about Data Gathering Meetings?

Step by Step Outline

- Email client after scheduling Data Gathering meeting (example included in future slide)
- Use same process as before on Salesforce and Asana
- Create project the day of your data gathering meeting
  - Only difference: set initial plan date and date of last plan update to January 1, 2019

rebel FINANCIAL®
People before profit

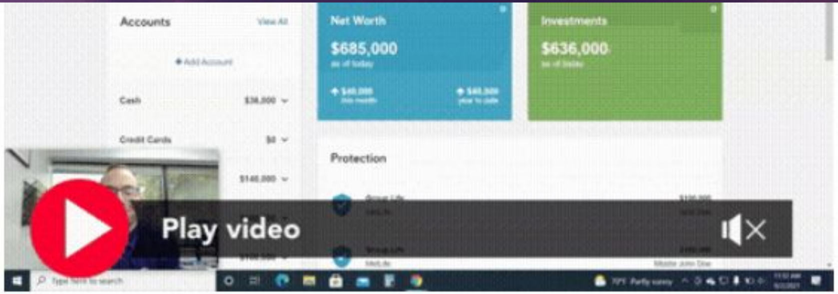
Data Gathering Email Example

[redacted]

rebel FINANCIAL®
People before profit

rebel FINANCIAL
People before profit

Data Gathering Email Content Example



Click to play this video.

Hi,

My name is John Civardi. I assist Phil and Tony in building and updating financial plans. Our team meticulously examines every aspect of your financial situation. Therefore, it's critical a few things are done for us before your data gathering meeting. Please add the following information to your portal.

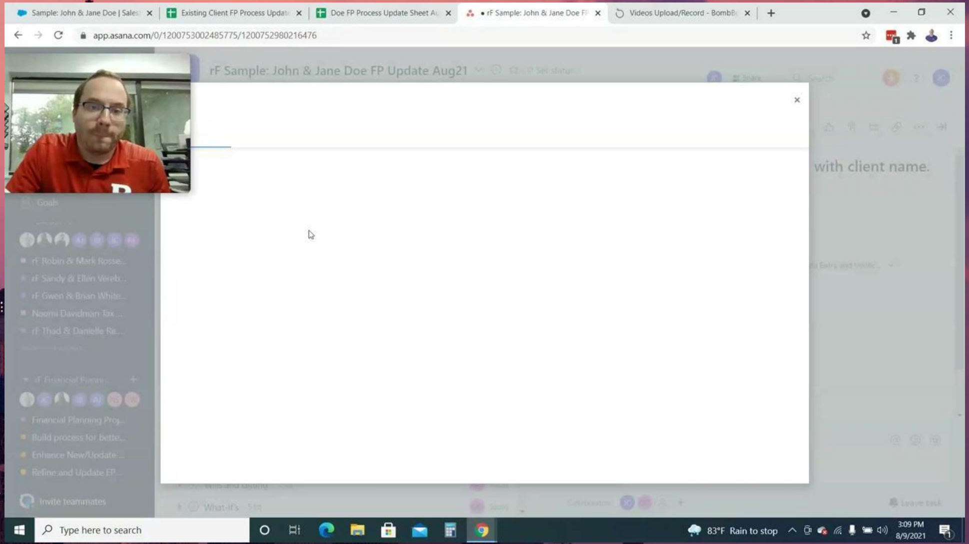
Investment accounts
Cash accounts
Current income
Expenses
Insurance amounts
Estate documents

In the video above I explain how to add what we are looking for. If you have any questions please reach out to me or someone else on the team directly.

We can't wait to meet with you!

Video Summary

Creating Financial Plan Projects



rebel FINANCIAL®

People before profit

What does a Data Gathering Meeting Look Like?

rebel FINANCIAL®

People before profit

rebel FINANCIAL®
People before profit

The data gathering process shows how we typically go about getting data from clients

rebel FINANCIAL®
People before profit

The advisor tells the client during their onboarding meeting to upload data into their portal and that a staffer will reach out

The Advisor, Paraplanner, or another staffer schedules the data gathering meeting

rebel FINANCIAL®
People before profit

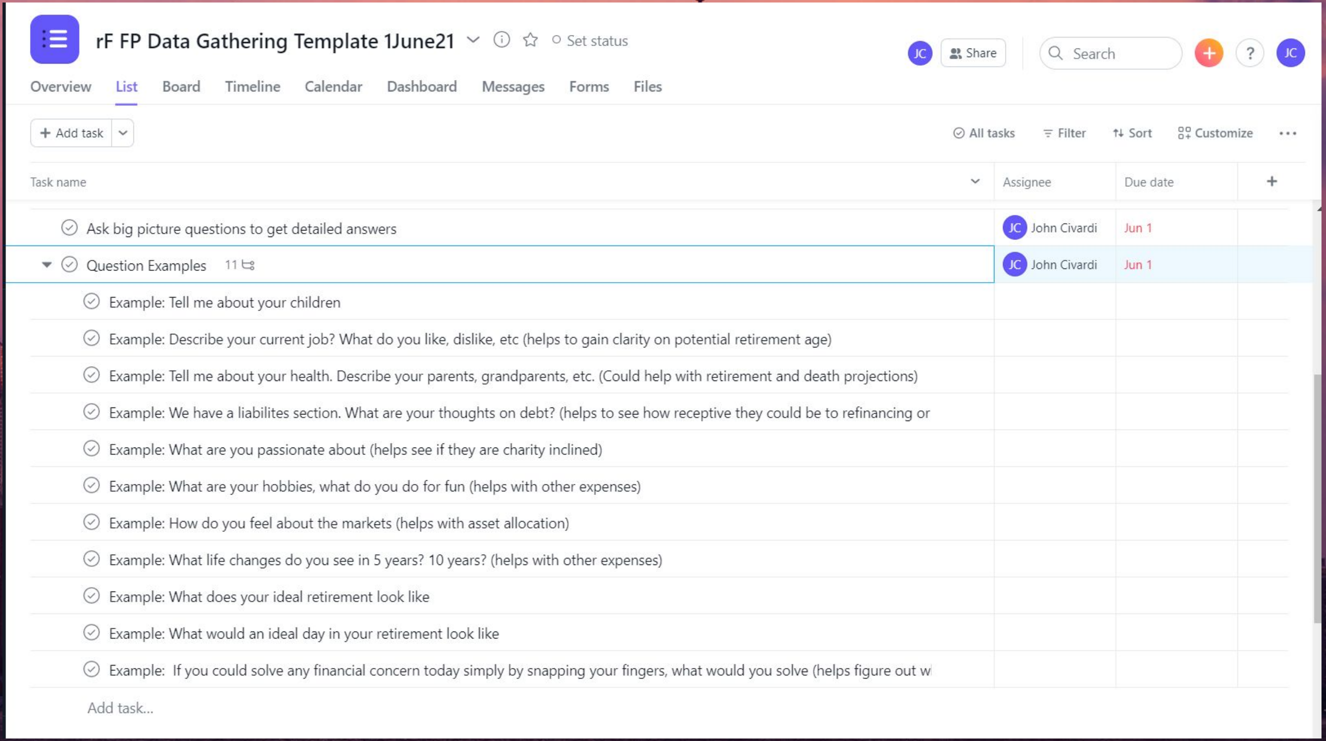
Preparation is key and setting expectations for the client as well as helping them by detailing the information required is the best way to help make the data planning process less stressful for everyone involved

rebel FINANCIAL®
People before profit

Depending on the client and how much work has been done prior to the meeting, you as the planner can expect this meeting to last anywhere from 30 mins to about 2 hours

A list of questions to ask can be found in the Data Gathering Template on Asana

rebel FINANCIAL®
People before profit



rebel FINANCIAL®
People before profit

Quick Quiz
Creating Financial Plan Projects

Which platform is not used when creating financial planning projects?

A) Asana
B) Salesforce
C) Google Sheets
D) Morningstar

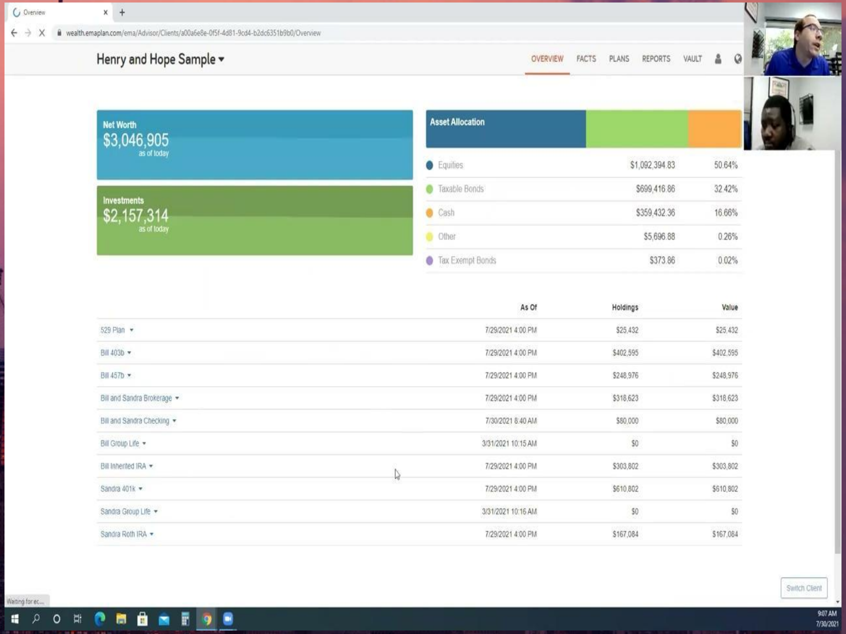
Answer in note under slide

Video Summary

Data Gathering Mock Meeting

rebel FINANCIAL ®

People before profit



Step 5

Updating the Financial Plan

rebel FINANCIAL ®

People before profit

What Needs to be Reviewed?

Initial Data Entry and Verification

- Set Up Tasks 5
- Family Information 3
- Entity 2
- Assumptions 5
- Investments 5
- Expenses 7
- Insurance 3
- Buy/Sell Transactions and Transfers 3
- Wills and Gifting 3
- What-If's 5
- Decision Center 8

Add task...

rebel FINANCIAL®
People before profit

Image taken from rF Existing Client FP Update Template in Asana

Set Up Tasks

rebel FINANCIAL®
People before profit

Subtasks

- Create FP Update Sheet in Google Docs with client name. Link to tasks in Asana with note to link sheet to in Asana
- Check riskalyze: if client has not updated risk number is last year, send new risk number email containing questions needed to calculate risk number
- Connect Asana project to contact of client in salesforce and contact of significant other if needed
- Email Google Sheet to other team members who will be working on plan
- Check vault and salesforce for new information. Use throughout to check existing information as needed

Image taken from rF Existing Client FP Update Template in Asana

Family Information

rebel FINANCIAL®
People before profit

- Family Information 3
  - Check children to see if they are dependent (those under 17.5 get a tax credit based on current law and income)
  - Check tax of each family member (most likely it should be empty
  - Check everything else

Image taken from rF Existing Client FP Update Template in Asana

Entity

rebel FINANCIAL®
People before profit

- Entity 2
  - If Donor Advised Fund (DAF) is included make sure it's the 60/30 option
  - Check everything else

Image taken from rF Existing Client FP Update Template in Asana

Assumptions

Subtasks

- Tax Rate - Check to see if income tax mode and estate & inheritance is set to by state rules. Google local income tax of town client lives in and town they work in to see if a local flat income tax rate applies or needs to be adjusted (hint: Columbus has a local income tax)
- Investments - Check to see if they are set to our firm assumptions (4.26 for average investor return, 8.9 for aggressive, etc)
- Miscellaneous - Check to see if Fees are set to 0, simulation should start this month, life expectancy should be set to 100, advanced age 90, and final expenses $25,000
- Tax Adjustment- Tax adjustment for those in defined benefit or defined contribution plans in Ohio should be .062 of salary and should be negative. Set index rate at whatever salary is set to be indexed at and set it to end at clients retirement
- Check everything else

rebel FINANCIAL®

People before profit

Image taken from rF Existing Client FP Update Template in Asana

Investments

Subtasks

- If DAF exists - Make sure DAF investments are NQ and owned by DAF
- Make sure all investments are set to default rate
- Check contributions by both into cash, retirement, and taxable accounts (consider going into their client portal under expenses to see a running tab of their current contribution to each account instead of checking for their out of pocket contribution to each individually)
- Consider adding a Roth IRA for each client if one does not exist to model retirement Roth conversions
- Check everything else

rebel FINANCIAL®

People before profit

Image taken from rF Existing Client FP Update Template in Asana

Expenses

Subtasks

- Take out charity from living expenses if it exists and put it as an other expense. Have it funded through cash flow
- For clients under A65 put an other expense to start at retirement and end at A65 for medical insurance premiums. Put it at 4k and have it funded by yearly cash flow. If two clients exist, put it for both clients. Label as medical expense
- Delete any planned savings from living expenses and add the same amount to the account they are being saved into in the contribution section of the base facts of that account
- Make sure retirement medical insurance premiums are listed in either the living expenses or other expenses. Normally J.C. uses 4k for one client and 8k if married kicking at retirement in the worksheet section of expenses
- Review cash flow with the savings assumption on. If free cash flow is high note it in the Google Sheet as the client could be underreporting expenses or have excess savings that might be saved into a checking account when it would be better off in Roth or a NQ
- Review living expenses at death of one spouse currently and in retirement to make sure the amount is going down. Our standard estimate is 80% of expenses. If a married couple client is spending 100k now and 100k in retirement they would be expected to spend 80k now and 80k in retirement if one spouse was to die
- Check everything

rebel FINANCIAL®
People before profit

Image taken from rF Existing Client FP Update Template in Asana

Insurance

rebel FINANCIAL®
People before profit

Subtasks

- Check for inflation on home, auto, and umbrella policies
- Go into insurance report to make sure insurance proceeds are increasing by our average investor return (currently 4.26%)
- Check everything else

Image taken from rF Existing Client FP Update Template in Asana

Buy/Sell

Subtasks

- Check for buy/sell transaction. If one or more exist consider adding them to the decision center and deleting from the base plan
- Check for Roth Conversions. If they exist, note their amount, delete, and put the same Roth conversion in the decision center. Then modify depending on their current financial situation
- If multiple 403b, 401k, IRA, or ARP exist for a client create a transfer to have all accounts going into one at retirement
- Check everything else

Image taken from rF Existing Client FP Update Template in Asana

Wills/Gifting

rebel FINANCIAL®
People before profit

Subtasks

- Check for any wills in Vault and their Household in Salesforce
- If no information exist note so in the FP Update Google Sheet
- Check everything else

Image taken from rF Existing Client FP Update Template in Asana

What-If's

Subtasks

- Go through and update all what-ifs that will be included in plan (disability for working clients, LTC, Life Insurance)
- For LTC run 5 year for male client and 10 for female. If only one client exists, run them for both 5 and 10 years. Set male age to 96 and female to 91 since the software calculates a full year's worth of expenses in the last year. Have it ending at the death of each. Set the amount of LTC to 75k and have it increasing by inflation
- For disability, have it kicking for clients who are working in the next calendar year and ending at death. Have spending increasing by 0. If client is retired, ignore
- For Life Insurance have it kicking in the next year to stress test for both clients. If single ignore if they have enough assets to currently cover their debts or they have a stated legacy goal
- Check everything else

rebel FINANCIAL®
People before profit

Image taken from rF Existing Client FP Update Template in Asana

Decision Center

Subtasks

- Duplicate last Decision Center. Update name to Advanced Plan - Current Month, Current Year
- Tax rate increase option should always be at the top of every plan in the technique section
- If we did taxes check holistiplan to see if current taxes are aligned with eMoney
- First option in the Advanced Technique section should be Dault Growth Rate Assumptions (check current allocation model in Salesforce, Morningstar, or existing plan)
- Last option should always be turning savings assumption on into probably a checking account but possibly a NQ account depending on the client
- Label the decision center by roman numerals (Google roman numerals if not known)
- Number the decision center from most important to least in terms of increasing net worth. Increasing savings, Roth Conversions, and DAF normally come before expenses such an LTC event or increasing travel
- Check everything else

rebel FINANCIAL®
People before profit

Image taken from rF Existing Client FP Update Template in Asana

Before We Continue...

- Planning is complex
- Failing is part of learning
- ***At times you may feel overwhelmed by the amount of information***
- Do something
- Start somewhere
- Try to figure out the answer before asking for help

[(Link) 10 Step Spotcheck]

10 Step Spotcheck

1. Under tax assumptions make sure settings are set to by state rules and that if a local income tax exists where the client is located, it's included in the plan
2. Review portfolio assets to make sure each is classified. The plan should contain no unclassified assets
3. If a client is contributing to a state sponsored retirement plan such as OPERS or STRS check tax adjustments and make sure a negative tax adjustment exists equal to what the client would pay in Social Security tax
4. If a client has a pension check to see the inflation rider. Currently for STRS or OPERS we use 1.5%
5. Review funding sources for other expenses. Non-recurring expenses such as a new car or HVAC should have funding sources. Our order is cash/savings, NQ, Roth, Traditional IRA
6. If a client is under age 65 check to see if an early retirement medical expense is listed. If not add (currently $4k per year until A65)
7. If a donor advised fund exists as an entity review to see a NQ account owned by the donor advised fund also exists
8. In decision center if modelling a home sale make one advanced technique to buy home in cash and have a second to buy home with a mortgage
9. In the decision center if a LTC policy option exists or is added review to see if policy is reimbursement or indemnity. Unless otherwise told LTC policies should always be reimbursement
10. In the decision center if Roth Conversions are listed as an advanced technique or are added review to see if they were done on a high or low rate of return. We currently normally use high so make sure when reviewing yours is the same

Your Turn!

Start the process for "John Doe" and update his "Young John and Jane Doe" eMoney portal

The follow slides contain comments on the Young John and Jane Doe FP. Please do not proceed before attempting to update their financial plan!

rebel FINANCIAL®

People before profit

rebel FINANCIAL®
People before profit

Video Summary

Your Turn!

Planning Summary
Your Turn!

Summary of Young John Mock Plan

John Young Jane Doe Errors that Should Be Found

- Roth Conversions both going to Jane
- No Possible Roth Account for John
- Roth Conversions Labelled wrong: should not be transactions 1 and 2
- Local Income Tax is Wrong: Should be 2.5% in Columbus not 1.5% based on current law
- Missing Other Expense Funding Source on two cars
- Nothing on Disability Insurance in Advanced Facts

Possible Planning Options to Consider on John Young Jane Doe

- HSA
- Estate Planning (They Have None)
- College Planning
- LTC (Not a pressing concern for younger individuals)

Step 6

Attending a Financial Plan Meeting

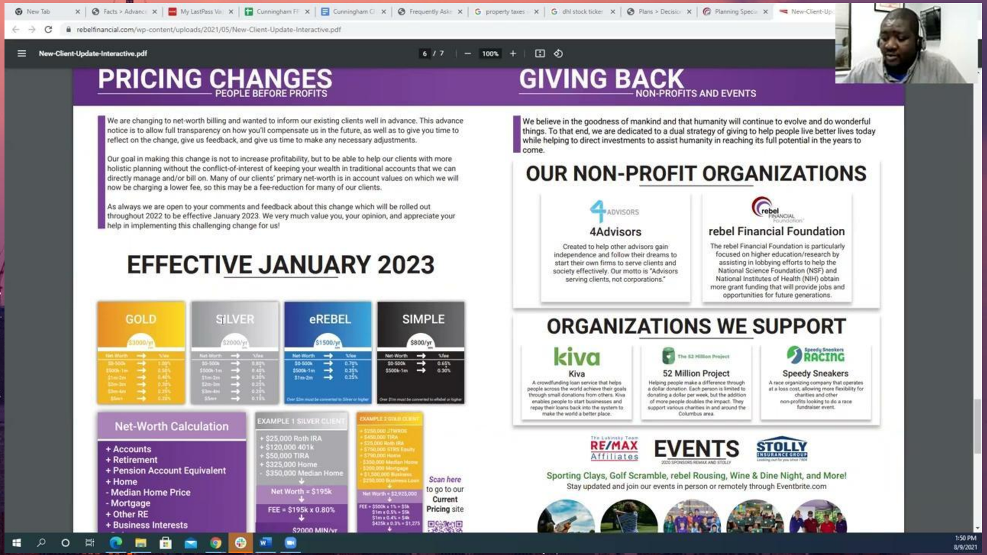
rebel FINANCIAL®
People before profit

During meetings your first role will be to take notes. Any change in a client situation should be saved in a summary format. Any follow up task will is important also. At the end of meetings you'll log your meeting summary in Salesforce

Video Summary Mock Financial Plan Meeting

rebel FINANCIAL®

People before profit



rebel FINANCIAL®

People before profit

Video Summary

How to Log Notes into Salesforce

rebel FINANCIAL®
People before profit

After inputting notes the next step in our process is to enter opportunities. The next slide contains a video on how to do so

Video Summary

How to Enter Opportunities into Salesforce

rebel FINANCIAL®

People before profit

Step 7

Creating Financial Plan Documents

rebel FINANCIAL®
People before profit

Documents are made after meeting with the client. Make sure to speak with an advisor after the meeting to know which what if’s in the decision center should be turned on and off before creating client documents

rebel FINANCIAL®
People before profit

Three documents need to be created:

Decision Center on Low Rate of Return
Decision Center on High Rate of Return
Financial Plan on Low Rate of Return

For more details watch the videos included on the next few slides

Document titling changes often. Make sure to review the “fp-doc” slack channel for most recent format

Once created, upload your documents to the FP Docs channel in Slack and schedule a time to review with Phil or another lead advisor once 3 or more are posted

Quick Quiz Creating Financial Plan Documents

Which slack channel are fp docs posted?

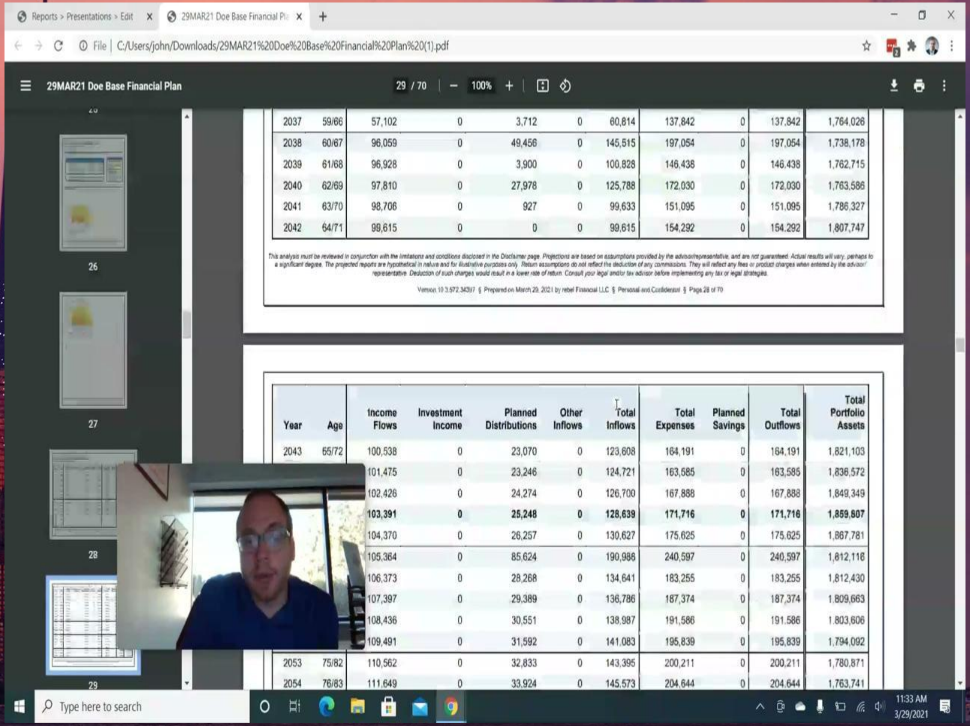
A) general
B) who-is-using-emoney
C) fp-financial plans
D) fp-docs

Answer in note under slide

Video Summary Creating Financial Plan Document

rebel FINANCIAL®

People before profit



2037	59/66	57,102	0	3,712	0	60,814	137,842	0	137,842	1,764,026
2038	60/67	96,059	0	49,456	0	145,515	197,054	0	197,054	1,738,178
2039	61/68	96,928	0	3,900	0	100,828	146,438	0	146,438	1,762,715
2040	62/69	97,810	0	27,978	0	125,788	172,030	0	172,030	1,763,586
2041	63/70	98,706	0	927	0	99,633	151,095	0	151,095	1,786,327
2042	64/71	99,615	0	0	0	99,615	154,292	0	154,292	1,807,747

This analysis must be reviewed in conjunction with the limitations and conditions disclosed in the Disclaimer page. Projections are based on assumptions provided by the advisor/representative, and are not guaranteed. Actual results will vary, perhaps to a significant degree. The projected reports are hypothetical in nature and for illustrative purposes only. Return assumptions do not reflect the deduction of any commissions. They will reflect any fees or product charges when entered by the advisor/representative. Deduction of such charges would result in a lower rate of return. Consult your legal and/or tax advisor before implementing any tax or legal strategies.

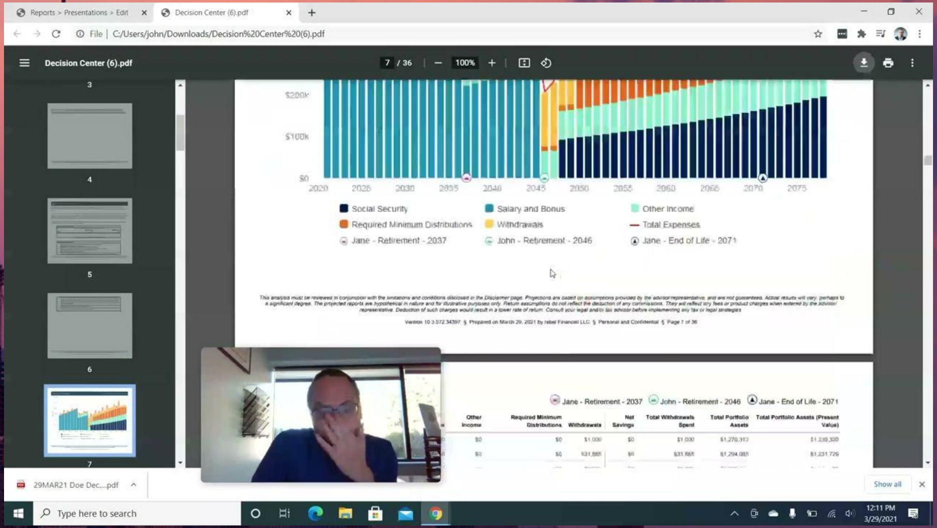
Prepared on March 29, 2021 by rebel Financial LLC § Personal and Confidential § Page 28 of 70

Year	Age	Income Flows	Investment Income	Planned Distributions	Other Inflows	Total Inflows	Total Expenses	Planned Savings	Total Outflows	Total Portfolio Assets
2043	65/72	100,538	0	23,070	0	123,608	164,191	0	164,191	1,821,103
		101,475	0	23,246	0	124,721	163,585	0	163,585	1,836,572
		102,426	0	24,274	0	126,700	167,888	0	167,888	1,849,349
		103,391	**0**	**25,248**	**0**	**128,639**	**171,716**	**0**	**171,716**	**1,859,807**
		104,370	0	26,257	0	130,627	175,625	0	175,625	1,867,781
		105,364	0	85,624	0	190,988	240,597	0	240,597	1,812,116
		106,373	0	28,268	0	134,641	183,255	0	183,255	1,812,430
		107,397	0	29,389	0	136,786	187,374	0	187,374	1,809,663
		108,436	0	30,551	0	138,987	191,586	0	191,586	1,803,606
		109,491	0	31,592	0	141,083	195,839	0	195,839	1,794,092
2053	75/82	110,562	0	32,833	0	143,395	200,211	0	200,211	1,780,871
2054	76/83	111,649	0	33,924	0	145,573	204,644	0	204,644	1,763,741

Video Summary Creating Decision Center Document

rebel FINANCIAL®

People before profit



rebel FINANCIAL®
People before profit

Step 8 (Final)

Uploading Documents and Emailing Client

rebel FINANCIAL®
People before profit

Once Phil or another lead advisor approves the documents they need to be uploaded into the Vault on eMoney of the client

Most Clients have different Vault organizations because people like organizing things differently

If a client has a financial plan folder place the documents there and create a folder inside for the current year. If not in “Reports” create a folder for current year and place documents

After upload same documents to the Household of the client in Salesforce. Do the same for their FP Update Project in Asana

As a general rule any documents you upload to Vault are also required uploaded to the Household of the client on Salesforce and likewise into Asana

Email Client Summary of Documents

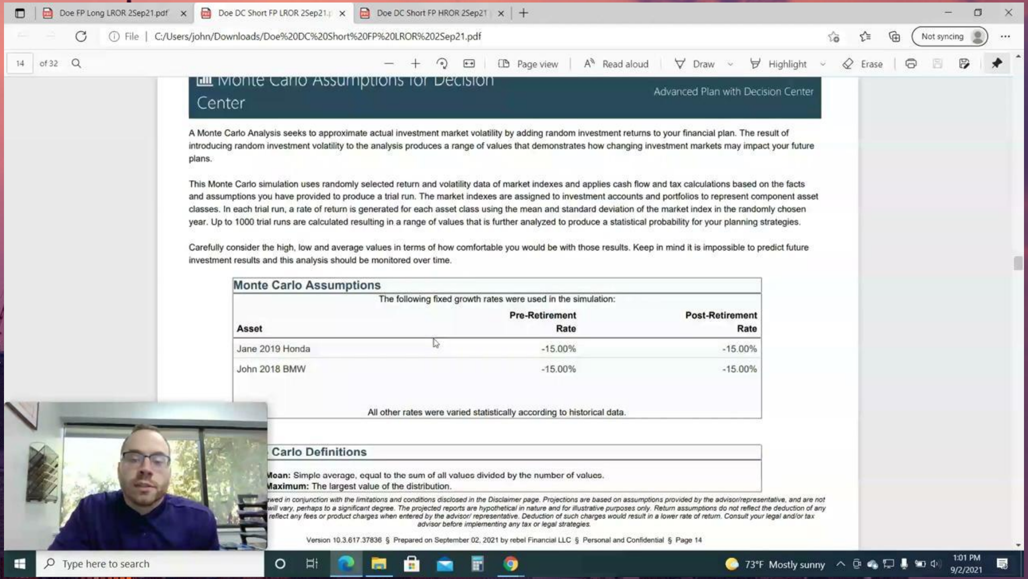
Quick Outline

- The most efficient way to accomplish email follow up is by making a video like the one on the next slide and getting it approved by compliance
- Start with a line or two about how we value the client
  - Show where documents can be found in Vault
- Explain how the long plan is basically low rate of return and all the recommendations we made
- Explain how the long plan has error testing for disability, ltc, etc
- Explain how DC is shorthand if all recs were followed and the market performed as modelled in assumptions
- Lastly end by naming all the recs
  - Show where recommendations can be found in Vault

Video Summary Emailing Client

rebel FINANCIAL®

People before profit




rebel FINANCIAL®
People before profit
The End!