



To Fee or Not to Fee
workshops | seminars | consulting

Fee Model Solutions – CIFPs Pre-Conference Workshop



June 11 - 13, 2010 ♦ Crowne Plaza Hotel ♦ Niagara Falls Ontario

Register Today!

Register by May 11th and receive
\$120 off the regular workshop rate.

www.tofeornottofee.com

Fee Model Solutions Transition Workshop!

Dear colleague,

This is my favorite course. We completely cover the whys and hows of the fee-based and fee-for-service models and why a fee approach might make sense for you and your clients.

This workshop is designed to immediately increase the ease with which advisors can asked for and receive fees. We teach you how to build a stable revenue platform so you can offer better service to your clients.

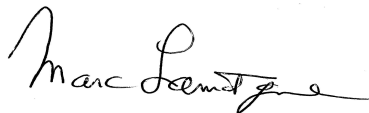
As in all businesses, we must constantly evolve in order to maximize the potential of our practices. The best candidates for this workshop are advisors who are constantly looking for ways to improve; who are receptive to change; who are most willing to adopt new ways to grow their practice.

Over two and a half days this course explains:

- How to price your services
- When and how to charge various kinds of fees
- How to develop wealth management services and get paid for it
- Business planning
- Practice management issues
- Implementing the transition to fees
- Overcoming the most common obstacles to a transition
- Fee advisors best practices

The course progression from simple to sophisticated is comprehensive and includes many useful tips, exercises, templates, and techniques.

I look forward to seeing you there,



Marc Lamontagne, CFP, R.F.P., FMA
Workshop Leader

Register online www.tofeeornottofee.com/workshop.html

Program

CHAPTER 1: INTRODUCTION

- OBJECTIVES
- COMMISSION MODEL
- FEE MODEL
- FEE VS. COMMISSION FAIRY TALE
- WHY DO YOU WANT TO SWITCH?
- ADVANTAGES OF THE FEE MODEL
- CONSUMER TRENDS
- DISADVANTAGES OF THE FEE MODEL
- OBSTACLES TO OVERCOME

CHAPTER 2: SERVICES

- CHANGING FROM A PRODUCT SELLER TO AN ADVICE SELLER
- CREATING A UNIQUE SERVICE OFFERING
- UNDERSTANDING YOUR VALUE
- OFFERING A FULL SUITE OF SERVICES
- YOUR BUNDLED WEALTH MANAGEMENT SERVICE
- THE ADVICE DELIVERY PROCESS
- ADDING SPECIALTY SERVICES
- TIERED SERVICES
- DETERMINE CLEAR FEE PAYING TARGET MARKET
- CASE STUDY

CHAPTER 3: PRACTICE MANAGEMENT

- CLIENT RELATIONSHIP MANAGEMENT
- PROCEDURE MANUAL
- SERVICE STANDARDS
- CLIENT LOYALTY PROCESS
- DEDUCTIBILITY OF FEES
- LETTER OF ENGAGEMENT

CHAPTER 4: FEES

- HOURLY FEE
- FLAT FEE
- FEE-BASED
- OTHER FEE METHODS
- WHAT METHOD TO USE?
- USING A MIX
- FEE COLLECTION METHODS
- PLATFORM CHOICE
- FEE ADMINISTRATION
- CASE STUDY

CHAPTER 5: BUSINESS PLANNING

- CREATING AN OPTIMAL SERVICE MODEL
- PRACTICE ANALYSIS
- CLIENT PROFITABILITY EXERCISE
- SETTING FEES AND MINIMUMS
- IDENTIFYING YOUR SERVICE PROFIT CENTRES
- PREPARING YOUR BUSINESS LIKE IT WAS FOR SALE

CHAPTER 6: MAKING THE TRANSITION

- IS TIMING ANYTHING?
- DEVELOP A WRITTEN TRANSITION PLAN
- BE PREPARED FOR THE DECREASE IN INCOME
- STRATEGIES TO INTRODUCE FEES TO CURRENT CLIENTS
- THE CLIENT PRESENTATION
- OVERCOMING OBJECTIONS
- TRACKING YOUR PROGRESS
- POST CONVERSION REPORTING
- INTRODUCING FEES TO PROSPECTIVE CLIENTS

Class times are from 9:00 PM to 5:00 PM on the 11th and 12th and 9:00 AM to 12 noon on the 13th.

You Won't Find a More Valuable Live Fee Practice Management Course

In just two and a half days we will guide you through the “ins and outs” of charging fees. This informative and practical workshop will give you the opportunity to interact personally with a practicing fee financial advisor and guest lecturers who have been charging fees for over a decade. We'll share the tips and tools of fee advisors; we'll answer your questions; we'll give you practical advice that is directly applicable to your practice. Plus, you'll leave with a copy of the Fee Model Solutions Workbook that includes many useful templates, exercises and techniques.

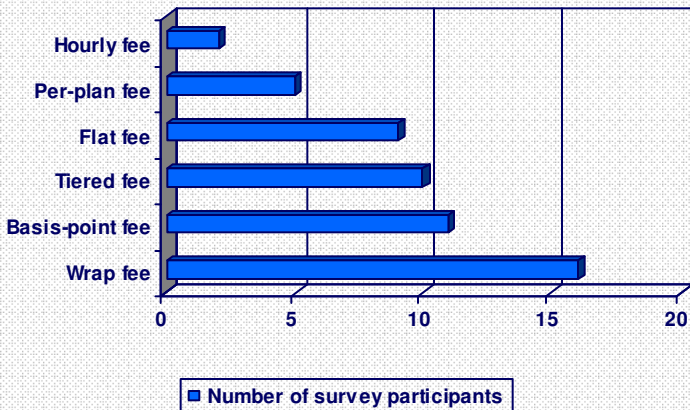


www.tofeeornottofee.com/workshop.html

Research Highlights

This workshop is not a “system” based on one advisor who is charging fees, but a well researched course on trends in the fee model in Canada and abroad. Here are a few examples of the findings presented in this workshop:

The Fee Method Trend in Canada

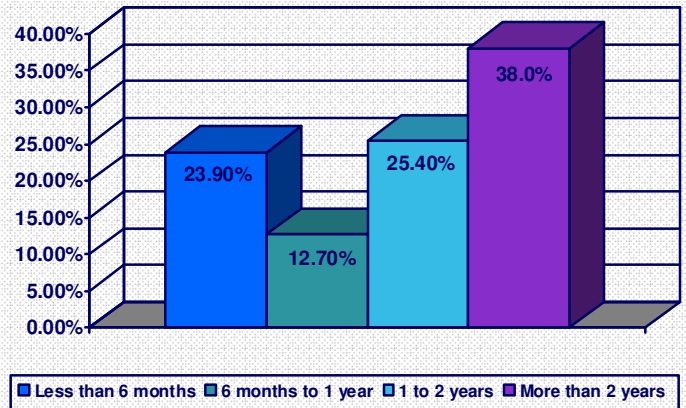


The fee trend appears to be moving strongly toward wrap fees, basis-point fees, and tiered fees.

The banks and other direct distributors strongly supported wrap fees, while the latter group also believed there was a move toward tiered accounts (based on the level of relationship, e.g., platinum, gold, etc.). The investment counselors emphasized basis-point pricing.

PricewaterhouseCoopers

Time to Get 75% of Assets Fee-based



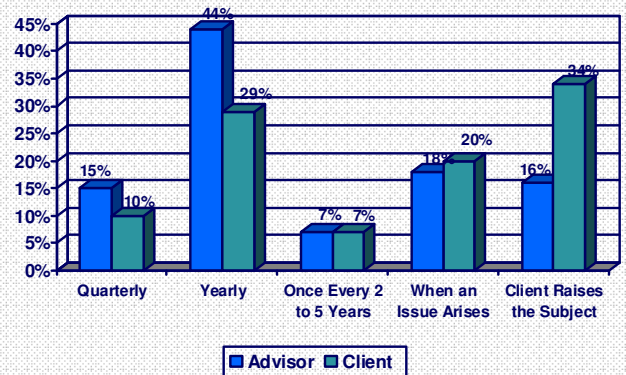
By the time the fee-based business represents 40% of an advisor’s total assets, the benefits of fee-based pricing begin to emerge and swiftly pull the advisor, rapidly accelerating the transition to a fee-based business. While it may take up to three years for advisors to get there, it will take them half that time to reach nearly 100%.

Cerruli Associates

Qualifies for 19
CE Credits

Advisor vs. Client Perception

COMMUNICATION ABOUT FEES



The above survey found the actual degree of communication between advisors and clients about fees is unclear. Almost all advisors surveyed (95%) indicated they discuss their fees with their clients; only 66% of customers say that their advisor initiates fee discussions with them.


State Street / Knowledge@Wharton

Earn
19 CE
Credits



TO REGISTER

 www.tofeornottofee.com


 545 Tweedsmuir Ave
Ottawa, Ontario
K1Z 5P1

Make cheque payable to:
"To Fee or Not to Fee"

Please invoice me
(payment must be received
7 days prior to the first day)

INFORMATION

 marc@tofeornottofee.com

 613-240-8308

VENUE

King George Room
Crowne Plaza Hotel
5685 Falls Avenue
Niagara Falls, Ontario, L2E 6W7
Tel. 905-374-4447
or 800-263-7135

TUITION FEE

The tuition fee includes attendance
at the 2.5 day workshop, course
materials, 2 lunches, and coffee
breaks.

GUARANTEE

We offer a 100% money-back
guarantee if you are not completely
satisfied within two weeks of
attending the workshop.

Fee Model Solution – CIFPs Pre-Conference Workshop

June 11 - 13, 2010

Crowne Plaza Hotel ♦ Niagara Falls Ontario

Name

Firm or member organization

Address

City

Province

Postal Code

Email (a confirmation will be sent via email)

Regular Pricing (includes GST #89662 9614 RT0001)

\$708.75 on or before May 11, 2010

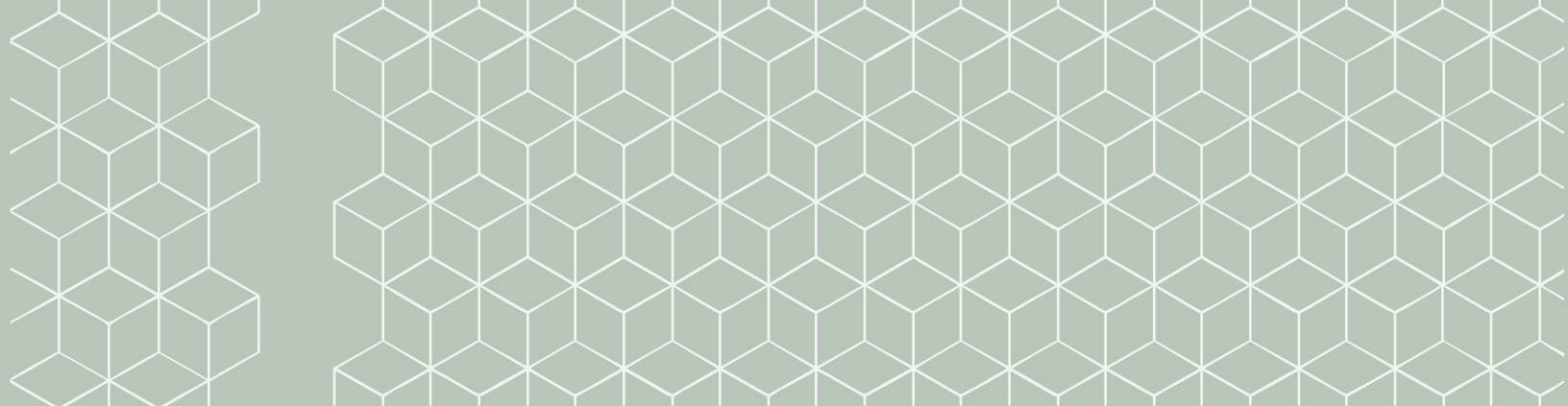
\$834.75 on or before June 11, 2010

CIFPs Conference Attendee Discount Pricing (includes GST)

\$519.75 on or before May 11, 2010

\$645.75 on or before June 11, 2010

Please register directly with the CIFPs at www.cifps.ca.



To Fee or Not to Fee

workshops | seminars | consulting

