

Ready-Set-Go!

Creating Brand Loyalty & Other Benefits

Having a Procedures Manual allows the team to deliver an overall client experience that will create exceptional branding. This consistency not only helps to keep top clients, it also attracts more of them. It will help you run the business smoothly with reduced stress and allow for seamless transition when realigning responsibilities and/or adding new individuals to the team.

The Procedures Manual has been known to be a lifesaver in times when team members are away for any length of time, planned or otherwise. It is also a boon to compliance - having documented processes can ensure you are compliant in all areas of your practice. This is a good thing.

We are currently on the cusp of significant business succession where many advisors will be selling their business and reaping the rewards of their hard work in the form of stellar retirement. Regardless of which side you are on – the one retiring *or* the one acquiring their clients – the Procedures Manual will go a long way to keeping things on track during this transition. If you happen to be the one retiring, having your business systematized and documented will make it worth more. And, if you are the one looking to acquire a business being sold, you may be one of several advisors vying for the practice. The fact that you are organized and have a Procedures Manual may be exactly the comfort the retiring advisor is looking for...making you the successor.

Making It a Reality



Advisory Teams will:

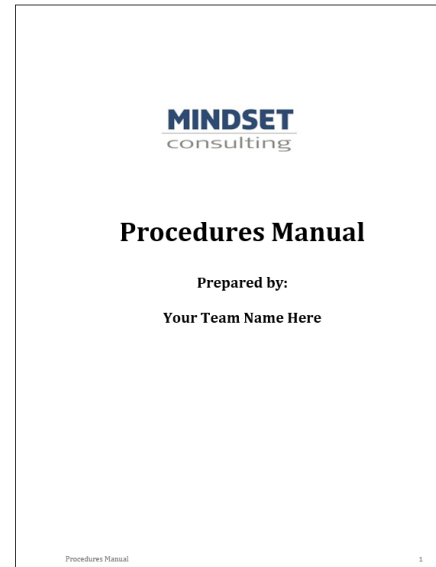
- Achieve Quality Control
- Project Exceptional Branding
- Increase the Value of their Practice
- Be Compliant
- Be Prepared for Team Changes
- Be Scalable & Ready to Grow
- Sleep Better at Night

Our Amazing Procedures Manual

Our **Procedures Manual** is a comprehensive resource designed to make your life easier – it's over 160 pages long which is why it has not been included in this Quick Start guide.

It contains the following major sections:

1. Vision & Goals
2. Investment Management
3. Financial Planning Process
4. Insurance Process
5. Team Management
6. Team Branding
7. Office Management
8. Office Administration
9. Client Experience
10. Review Meeting
11. New Client Onboarding
12. Client Advisory Council
13. Account Administration
14. New Section



These are the same sections covered in the best practice Maximize Your Team.

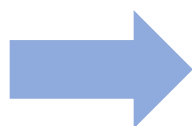
Many of these sections have prewritten processes which you can readily review and customize – it doesn't get any easier than this. Other sections cover activities where approaches are so varied it was difficult to prewrite. For those activities, we have included a Process Template for you to complete.

Be careful not to document the procedures that your firm already has in place. Instead, focus on the activities which your team engages in that are over and above what the firm provides and/or unique to your practice.

Your Awesome Procedures Manual Coordinator

It is important you appoint a Procedures Manual Coordinator for the team right now. This person is responsible for coordinating this project through to completion, providing progress updates weekly at the Team Meeting, collecting processes from other team members and general assembly of the Procedures Manual. They are not responsible for writing the entire thing themselves.

Next Steps...



1. Go to this Best Practice online, click on our **Procedures Manual** resource
2. Add your logo and name to the front cover.
3. Save it to your shared drive in digital form.

Congratulations - this is the first step in getting started!