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**Annual**

**Best Practice Check Up**

**A simple guide to plan for continued success.**

Completed by:

Completed on:

**PILLAR 1: Client Analysis**

We have an individual managing Client Analysis for the team

**Goals & Action Items:**

Review the referrals received last year and look for where we expect them to come from this year

Identify which clients we want to realign or reduce and identify the method to do so

Assess progress with Average Account Size (AUM) and Average Revenue per Relationship

Identify which clients we want to grow and by how much

Review our progress in terms of number of AAA and AA clients

Update our **Rightsizing Worksheet**

Ensure all Clients are coded accurately on our CRM

Amend the Client Classification Framework accordingly

Reassess our Knock-Out Factors

Review our Ideal Client

Review our **Client Classification** and update if and where required:

**PILLAR 2: Client Experience**

We have **Client Profiles** (family, recreation, occupation, interests) for each of our best clients

Annual Schedule of **Client Events**

**Goals & Action Items:**

All other client-facing items (Agendas, Letters, etc.) are up to date

Check for consistency on our **Email Signatures**

Review and update our website

Review and update our **Introduction Kit**

All aspects of our Branding are up to date

Continue to have the Client Experience fully automated on the CRM

Order items required to execute our client service (i.e., cards, gifts, etc.)

Birthday Cards, Annual Gifts & other client service items

Moment of Truths

Thanksgiving Acknowledgement

Assess delivery of our **Client Experience** and fine-tune or update accordingly

We have an individual managing Client Experience for the team:

Relationship Calls on track

Proactive Review Meetings on track

**PILLAR 3: Client Onboarding**

Continue to have Client Onboarding fully automated on the CRM through Action Plans/Workflows

Order items required to execute our onboarding (ie. Cards, PFO Binders, Welcome Gifts, etc.)

Our PFO Binder is awesome and delivered to all new high value clients

**Goals & Action Items:**

Introduction Process is shared with all new clients

FIT process is being implemented with all new clients

Critical Financial Events is shared with all new clients

Introduction Kit is provided with all new clients

Assess core elements of this process:

Welcome Process is being implemented

3rd Appointment – Implementation with PFO Binder is being implemented

2nd Appointment – Fact Finding is being implemented

1st Appointment – Is there a Fit is being implemented

Pre-Appointment is being implemented

Review our **New Client Process** and fine-tune or update accordingly

We have an individual managing Client Onboarding for the team

**PILLAR 4: Client Rebranding**

**Goals & Action Items:**

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Ensure our Strategic Partners Service Model is fully automated by CRM

Implementing our **Strategic Partners Service Model**

Use the Strategic Partner Process to appropriately establish fit

Identify gaps or opportunities in our network and create awareness to fill them

Review and update those identified and coded on our CRM as Strategic Partners

We have an individual managing Strategic Partners for the team

**Professional Network – Your Strategic Partners**

Review our **Client Profiles** (family, recreation, interests) for each of our Strategic Partners

Discuss the results of the rebranding – new business, insurance revenue, referrals & new clients

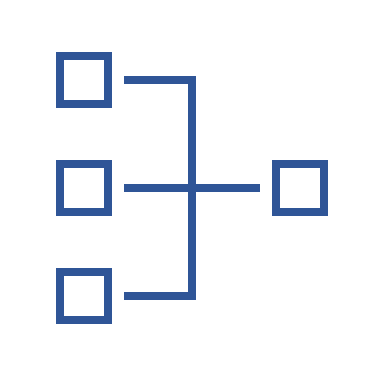
We have an individual managing Client Rebranding for the team

Identify who is left and map out a plan to complete them

We easily identify on our CRM who has been rebranded and has a PFO Binder

Assess how many of our AAA, AA and A clients have been effectively rebranded

**Rebranding with your Top Clients**

****Our Systems & Processes

**Goals & Action Items:**

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Consider ways to improve the office environment for our team and clients

(New furniture, office renovations, moving spaces, etc.)

Consider ways to improve the operations for our team and clients

**Office Operations & Environment**

Review other IT technology (hardware) to assess necessary upgrades (new PCs, printers, etc.)

Review other IT systems (software) to assess necessary upgrades (planning, calendar, etc.)

**Other IT Systems & Technology**

Identify if team training or system upgrades are required

Identify what, if any, additional CRM customizations are required

Assess level of CRM access and integration by the team

Identify the CRM coordinator on the team

**CRM Integration**

This might include any of the following (or more) or this may not be a necessary part of our plan.

**Other Business Development Strategies**

Buying a book of business to increase AUM and number of quality clients

Bringing on another Advisor who brings AUM and quality clients with them

Changing the type of relationship with our current firm or changing firms

**Goals & Action Items:**