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Profile: Derek Klock

We interviewed a member of the board of the IARFC, Derek D. Klock, MBA, RFC®, who lives in Blacksburg, Virginia and who is now an instructor at both Virginia Tech and Hollins University in Roanoke.

How, when and where did you first enter financial services?

I first entered the financial service industry as a Personal Banker for First American Federal Savings Bank, a regional bank headquartered at the time in Nashville. It is with this bank that I originally obtained my Variable Annuity, Life and Health Licenses and my NASD Series 6 and 63 registrations. In that position I was responsible for both bank and brokerage accounts as well as the standard responsibilities of a loan officer.

What was your educational and cover background? What jobs did you hold prior to this?

I received my BS from VA Tech in 1996 with a concentration in Family Financial Management.

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Sequoia Performance

How many business meetings, talks, workshops and seminars have you attended? – Scores, probably. And to what extent has your commercial performance been transformed by them?

The average executive or manager apparently has two hard-wired beliefs about the corporate world. One of them is this: the key to transforming performance is to hold regular meetings about anything and everything. The second one is this: when the regular meetings prove ineffective, we need to hold a training event!

I have personally been dragooned into more of these sales, marketing and management meetings than I can shake a stick at. Most were conducted in the dry-as-dust authoritarian style beloved of Victorian schoolmasters. The director or training consultant stands, wooden pointer outstretched, in front of his whiteboard, and assails the goggle-eyed delegates with a diatribe about facts, figures, operational procedures, theoretical upturns, hypothetical downturns, all delivered in a variety of modules, models and modes – plus the occasional high-brow literary reference, perhaps in a foreign language to show how clever he is.

Such sessions are frequently ineffectual because the trainers are actually lecturers: they do 98% of the talking. There is no informality of approach; no equality of opinion; no genuine guidance, let alone genius.



Rev. Dr. John Clements, Th.D., RFC®

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Financial Planning Building
2507 North Verity Parkway
P.O. Box 42506
Middletown, OH 45042-0506
800 532 9060 • Fax 513 424 5752
www.IARFC.org

BOARD OF DIRECTORS

Edwin P. Morrow, Chairman & CEO
CLU, ChFC, CFP®, CEP, RFC®
edm@IARFC.org

Judith Fiset-Losz, Executive Director
director@IARFC.org

H. Stephen Bailey, President
LUTCF, CEBA, CEP, CSA, RFC®
steve@hbfinancial.com

Jeffrey Chiew
DBA, CLU, ChFC, CFP®, RFC®
JeffreyChiew@yahoo.com

John E. Grable
MBA, Ph.D., CFP®, RFC®
grable@humec.ksu.edu

Vernon D. Gwynne
CFP®, RFC®
fsxfirst@aol.com

Derek D. Klock
MBA, RFC®
ddklock@vt.edu

Edward J. Ledford
CLU, RFC®
eledford@marketsharefinancial.com

Constance O. Luttrell
RFC®
luttrell@mindspring.com

Ruth Lytton
MS, Ph.D., RFC®
rlytton@vt.edu

James McCarty, Secretary
CLU, RHU, LUTCF, RFC®
jimmccarty@showbizsilling.com

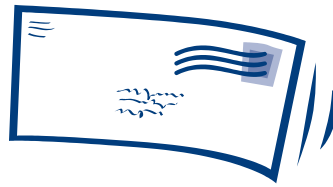
Burnett Marus, Treasurer
RFC®
bmarus@sbcglobal.net

William J. Nelson
LUTCF, CEP, RFC®
billn@nelsonfinancial.com

Ruben Ruiz
ChFC, CLU, MSFS, CSA, RFC®
rruiz@grandecom.net

Wendy M. Kennedy, Editor
Editor@IARFC.org

Stephanie Langster, Administrative Assistant
Stephanie@IARFC.org



Register Letters

We welcome your comments, suggestions and ideas. Please direct correspondence to: Editor@IARFC.org Letters may be edited for length and clarity.

A Client from the Website

I recently joined the IARFC and I attended the Advisor Forum in May. After becoming an RFC I put my profile on the IARFC website. I must confess I am not a computer whiz and I don't have a website.

Two weeks ago I got a call and the person on the other end is telling me how they sold their house in California and they just moved back to Ohio. She said she had a 401k to rollover and the proceeds from the sale of the house needed to start earning some interest.

She was calling me because she understood that I am a financial advisor and wanted to know if I could help her with those things. After she paused to take a breath, I asked her how she got my name and she replied that she got it off the Internet. I surprisingly asked her where off the Internet.

Since I don't have a website I was really confused, fortunately before I looked too stupid I remembered my profile on the IARFC website. I asked her if that was where she got it and she said it was. We completed a fact finding interview last week and she will become a client.

Just wanted to share that story and let you know I will be contacting Financial Visions to get my website going.

Thanks, Duane Six, LUTCF, RFC®
Dublin, OH

Register Handwritten Note Article

Thanks for the article in the October issue on the power of handwritten notes. I tried it using the RFC note cards and it worked! A client called after receiving a note from me and invited me to lunch to discuss funding grandchildren educational trusts.

anonymous e-mail

One-of-a-Kind and One-on-One

Our company is always searching for effective ways to better serve our clients and grow our business. I am very pleased to know that the days we will be spending at the forthcoming **2006 Financial Advisors Forum** will actually be "by leaders and for leaders!"

This one-of-a-kind event promises to be exciting, meaningful, educational, and highly beneficial for all who attend. With such famous and expert platform talents interacting one-on-one with **IARFC** members, I know the "return-on-investment" for our time and the reasonable cost will be hugely exceptional for ourselves as well as for our clients.

Joseph A. "Big Joe" Clark, CFP®, RFC®
Host of radio's Big Joe Money Show
Anderson, IN

The First Time I Have Written

The **2006 IARFC Forum** promises to be one of the most important gatherings of financial planning leaders ever!

In the history of our profession, there has never been a planned meeting that promises to be so helpful for those professionals who are present and participating. I have never been more impressed with a line-up of such important and beneficial presentations.

Nor have I ever seen such well-established names who are admired role models and even legends in our specialty discipline — all at one event! This is the first time I have ever been moved to write such a letter.

Phillip A. Calandra, CFP®, MBA, RFC®
Kennesaw, GA

The *Register* welcomes your articles about the profession, planning techniques and practice management. You may submit articles of 300 to 1,500 words via e-mail, with an electronic photo and a short bio of not more than 100 words.

I am currently completing my MBA work at the Pamplin College of Business at VA Tech. After two years with First American FSB I went to work for my "hometown" bank First National Bank of Christiansburg, first as a Personal Banker and then as an assistant manager. I once again found myself playing a dual role of both loan officer and investment representative. During my nearly 3 years with the institution I helped develop the area's premier bank-based financial services organization. With the assistance of the bank's broker/dealer I instituted a program for developing qualified retirement plans for local businesses, a practice that continues to this day.

What were your early job duties and how did you like or dislike them?

As a "new" bank-based investment representative I was often inundated with a menagerie of responsibilities; not only did I have new bank accounts to open, but I also had an 8-figure loan portfolio to manage. These duties were compounded once I was licensed and had "new investment goals" to achieve.

Were you successful at first?

At the time my answer would have been, "Yes." However, looking back on the experience I would have to say that I was not prepared for the complexities of selling investments. I have since come to realize that I have a planning mentality.

This paradigm has helped me gain a greater appreciation for those planners who take the time to truly craft a viable investment plan for their clients. The time, effort, and knowledge of this method of financial advising was not instilled at the time I was coming-up in the industry; at least not in the realm in which I worked.

What influenced you the most?

The greatest influence, I'm sorry to say, was the pressure to sell investments rather than build relationships. The corporate goals to which I was to strive centered around the number of new accounts opened rather than the number of new relationships started. While many may see these two as synonymous, and to the experienced planner they may well be, to the rookie investment representative it is the difference that should be taught.

What were your major obstacles?

Closing the deal! First it was all that the

job was about. Now it doesn't even cross my mind.

As it is with many new entrants in the field I talked myself into and out of many possible clients. In trying to give the client all of the information, combat objections, and get all of their personal information, I never really listened. I thought I did, but not really. On occasion to this day I will look back at copies of old client documents and am astonished at how little I knew about them, how many different questions I could ask now and how much better advice I could offer. This obstacle did teach me one important lesson — it is never too late to get additional information about your client. It is never about closing the deal; it is about a never ending series of openings. Each time you listen to your client, or review a disclosure, or update their personal information, we as planners have an opportunity to begin a new conversation.

Tell us about your current position:

As an instructor at both Hollins and Virginia Tech I strive to convey information, but mostly I try to teach the students how to think and ask important questions. In my practice, which is primarily limited to family at this point, I do the same thing. As a new planner, when I did ask questions I expected the client to know the answer. However, now I have begun to realize that the clients may not know either, because they were never prompted to think about it. This is a fault of any knowledge transfer system, whether it is college education or financial planning. We (teachers, planners, etc.) ask questions expecting answers rather than expecting additional questions in return. From the other side of the relationship students and clients alike have been taught to respond with an answer. This faulty paradigm is why I have chosen behavioral finance as a research concentration. This allows me to study how people make decisions and why they seem to make irrational ones.

What are you enjoying most about this position?

Watching the light bulb come on. Having a student struggle and then understand is a great motivator, which gives me a wonderful sense of satisfaction.

What attracted you initially to the IARFC?

The forward thinking of its members. I like to see organizations that challenge

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INTERNATIONAL IARFC COORDINATORS

Jeffrey Chiew

Asia Chair
DBA, CLU, ChFC, CFP®, RFC®
JeffreyChiew@yahoo.com

Liang Tien Lung

China Development Organization (IMM)
RFC®

Ralph Liew

Philippines Chair
RFC®
kilhk@myjaring.net

Joyce Manalo

Executive Assistant
joycemanalo@iarfcphil.org

Jerry Tan

Singapore Chair
CIAM, CMFA, RFC®
jerry@iarfcsg.org

Zhu Xu Long

China Chair, Shanghai
RFC®
iarfc-cn@immadviser.cn

Samuel W. K. Yung, MH

Chair, Hong Kong and Macao Chair
CFP®, MFP, FChFP, CMFA, CIAM, RFC®
chair@iarfc-hk.com

Dr. Teresa So

Advisor, Hong Kong and Macao
PhD, MFP, FChFP, CMFA, CIAM, RFC®
director@iarfc-hk.org

Allan Wan

RFC®
admin@iarfc-hk.com

Ng Jyi Wei

Malaysia Chair
ChFC, CFP®, RFC®
iarfcmgmt@time.net.my

Aidil Akbar Madjid

Indonesia Chair
MBA, RFC®
akbar@pb-co.com

Lisa Soemarto

MA, RFC®
lisa@pavillion.com

Jeffrey Chen

Taiwan Chair
RFC®
jeffrey@imm.com.tw

Preecha Swasdpeera

Thailand Chair
MPA, MM, RFC®
Preecha_sg@yahoo.com

themselves to evolve and become better over time. With the current leadership, I see that happening with the IARFC — new education initiatives, expansion, and a “we are all in this together” mentality.

Every group has a vision about the future, but most fail to see it through because everyone has different ideas about what the future is or a different map on how to get there. The IARFC has decided to grow stronger and larger based on the premise that everyone has a viable idea — whether the person is a commission-based broker or agent, uses a fee-for-service business model, or something in-between.

The other trait that this organization shares is loyalty, members aren't members for just a year or two, they join and participate for 15, 20, or more years.

Where will the economy be moving in the next 3-5 years, and what should financial advisors be doing NOW about it?

Great question. I have no great answer. Not being an economist I would be hard pressed to give an intelligent answer, but I would say that the federal budget deficit, the foreign trade imbalance, the valuation of the dollar against foreign currency, the stability of the world energy situation, the success of homeland security to protect the nation, and the impact of the retiring “baby boom” generation will all play key roles.

What will be the impact of technology on the practices of financial advisors?

This is another very large question. It is hard to say because of the wide variations of who uses technology and how. Technology as it impacts what? Data collection? Client communication? Information transfer?

Technology as it is used by whom? The clients? The firms? For the largest firms, those who have spent millions on technology, the limits of what is useful are quickly being reached. However, many smaller firms may still have a ways to go technologically.

What three things would you advise a RFC to concentrate on in 2006 to have the greatest impact on the next three years?

As it pertains to customer portfolios:

- 1) Hedging against inflation.
- 2) Broadly diversifying investment holdings to include foreign exposure, commodities, and precious metals.
- 3) Maintaining strict adherence to asset allocation plans to avoid bubble bursting losses similar to what previously happened in real estate, junk bonds, and technology stocks.

As it pertains to practice management:

- 1) Protecting the practice and its agents against liability suits.
- 2) Building a viable business continuation plan.
- 3) Recognizing what new entrants to the planning professional can bring to your practice.

What would you personally like to see for the association in the next five years?

Continued growth, but at a measured pace. I think that given the recent successes at increasing membership it is time to take stock of what we have, bolster our ranks, and lead into the next phase of financial planning. Many of us have come from backgrounds where membership in an organization meant trips and prestige based on a sales target. I think the time has come to reward our members for educational achievement and contributions to the industry.

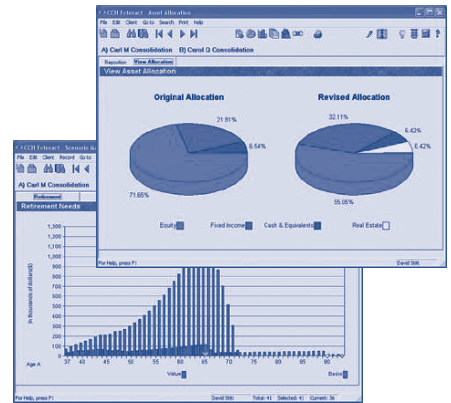
In becoming a world-class financial organization, I believe that it is of paramount importance to offer the best possible education to our members, but I also believe that we should require that membership initially prove that their knowledge and credentials are worthy of the RFC designation.

I would like to see the IARFC begin pursuing an education and testing policy on par with credentialing bodies in similar fields (ABA, AICPA, etc.). I realize that many in this industry are beginning to shy away from organizations that dictate the business models or add unnecessary layers of oversight. However, in this age of litigation, failed businesses, and fraud I believe that the IARFC is beholden to us to lead the charge as the premier practice management organization. To do this we must first hold ourselves accountable. ☐

You may contact Derek in Blacksburg at 540 552 3974 or ddklock@vt.edu

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The advertisement features a man in a suit carrying a briefcase, walking towards the right. The text reads: "The BUILDER Suite Software, Training and Support for Financial Advisors". Below this are three logos: "PlanBUILDER FINANCIAL" (Investment, Retirement, Portfolio, Financial Planning System), "PracticeBUILDER FINANCIAL" (Client Relationship Management Solutions for Financial Advisors), and "ClientBUILDER FINANCIAL" (Presenting Your Financial Services to Prospects). At the bottom right, it says "Financial Planning Consultants, Inc. Member: National Financial Planning Society".



From the Chairman's Desk...



Association Growth. We are now nearing our 2005 objective of 5,000 members, with the many classes underway in Asia.

Forum Registration. Please take the time now to review the outstanding speakers and workshops we have arranged. Attendance is limited due to the size of the meeting room available at the Manchester Inn, so please register now, and consider bringing your spouse and associates.

Forum Reception. The Thursday evening reception in my home will be a bit cramped, but if necessary we will open the third floor ballroom and expand out beyond the pool area. Charlene assures me there will be sufficient room and lots of food and refreshments. You'll enjoy mingling with all the famous speakers and our equally famous and fascinating Forum attendees and members. ☐

Where the IARFC will be represented:

Hong Kong – RFC Classes

February 15, Hong Kong University

MDRT Experience

February 17-19, Bangkok, Thailand

Financial Advisors Forum

May 11-13, Middletown, Ohio

MDRT Annual Meeting

June 11-14, San Diego, CA

International Dragon Awards

August 11-13, Chengdu, China

IARFC Cruise/Conference

October 5-15, Port of Galveston, Texas
Stopping at the popular ports of Jamaica, Grand Cayman & Cozumel

MDRT Top of Table

October 18-21, Cancun, Mexico

If you are going to attend any of these events, please let us know.

Members Who Recommended New IARFC Members

Alan Augulis	Phillip Gunter
Stephen Bailey	Annette Hammortree
Rick Bankston	Ed Morrow
Charles Caldwell	Brian Nelson
Wallace Cato	Dick Norton
Jack E. Chaney	Stephen Rothschild
Roger F Colchin	David Stitt
Sandy Duisious	Jerry Tan

New RFC and RFA members

Adrian Balkissoon Trinidad	Chih-Hui Lin Taiwan
Brenda V. Best CA	Yu-Man Lin Taiwan
Hugh W. Bobbitt, Jr. NY	Shiou-Ying Lin Taiwan
Johnie D. Brown OK	Ya-Chun Lin Taiwan
Scott A. Burrell GA	Yun-Min Lo Taiwan
John V. Caggiano NH	Anja W. Luesink NY
Fabian Carew Trinidad	Robert C. Mellon IL
Dee K. Carter TX	Calvin Mendez Trinidad
Yen-Hsun Chang Taiwan	John P. Miller IL
Chung-Ching Chang Taiwan	Ron D. Nisbet WV
Reuben K. Chen CA	James David Parker WY
Ching-Jen Chen Taiwan	Lance A. Pelky CA
Yueh-Hsi Cheng Taiwan	Harry V. Penn FL
Shu-Hua Chou Taiwan	T. J. Pool TX
Mu-Tan Chuang Taiwan	Joyce C. Pool TX
Joel A. Colletti CA	Peter V. Ramundo Jr. AZ
Laura L. Davis IL	Carlton Reis Trinidad
John W. Deyton NC	Marilyn M. Sanford MA
David A. Dishong IN	James B. Scribner CA
Michael C. Echols LA	Kevin C. Setzer MD
Richard J. Eisenmann WI	Carl W. Shallenberger OH
LaToya K. Flemming FL	Rhonda Sheridan GA
Matthew Gaglio NY	Ya-Yun Shiao Taiwan
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Bobby T. Gross MD	Diane Smith TX
Susan D. Gruschow PA	Kenneth L. Spielman NY
Mauro R. Guerra FL	Jeffery L. Stein MN
John F. Heeckt PA	Richard Stubblefield IA
Kevin Heyman VA	Vincent R. Townsend TX
Marc R. Hill OH	William C.W. Tsai Canada
Howell B. Holland, Jr. AL	Chien-Hua Tseng Taiwan
Hsiu-Mei Hu Taiwan	Ming-Hui Tzeng Taiwan
Lawrence Hulass Trinidad	Faiz Versey Botswana
Peter S, Jackson Trinidad	Denis Walsh FL
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Would You Like to Attend RFC CE Workshops?

We have been asked by several IARFC members to develop periodic Continuing Education Workshops. The purpose of this survey is to measure your degree of interest, the topics of value and the type of venue you would consider most attractive.

(Rank 5 to 1) **Preferred Time Allocation** (5 = Most Preferred, etc.)

- Internet Webinar – 2 hours
- One day physical workshop
- Other Format _____
- Two day physical workshop
- Three day physical workshop

(Rank 5 to 1) **Preferred Location** (5 = Most Preferred)

- Major downtown hotel cities, such as Chicago, New York, LA, Atlanta, Minneapolis, Seattle, Dallas
 - Major airport hotels, i.e. O'Hare, Cincinnati, Denver, Los Angeles, San Francisco, Washington
 - Resort location, such as Vail, Cancun, Cozumel, Bermuda, Nashville, Las Vegas, Orlando
 - Other location: _____
- (Please circle your top two cities)

(Rank 10 to 1) **Preferred Planning Topics** (10 = Most Preferred)

- Investments – portfolio management, Monte Carlo analysis, allocations, stock selection
- Estate Planning – Trusts, LLC, Trust Protectors, Trust Financial Advisors, foundations
- Legacy Values – Social Capital, Lifetime and generational values and marketing opportunities
- Pre-Retirement Planning – working with persons 5 to 15 years before scheduled retirement
- Retirement Distribution – working with persons at the point of making critical retirement decisions
- Post Retirement Planning – working with those persons who are already retired, seeking income
- Business owner planning – succession issue, key person, business planning, agreements
- Moderate Income/asset clientele – with smaller fees, less current purchasing power, fewer assets
- Other _____
- Other _____

(Rank 10-1) **Preferred Practice Management Topics** (10 = Most Preferred)

- Internet Website – structure, content, attracting visitors, we responses, e-mail marketing
- Client Relationship Management – drip marketing, managing contacts, tasks, calendars, agendas
- Professional Liability reduction – defensive actions, insurance, records, productivity, compliance
- Plan Production – gathering data, analysis, recommendations, presentation, packaging
- Presenting planning services, charging fees, securing engagements, satisfaction guarantee
- Recruiting – training and managing associates to build your firm and increase profitability
- How to retire from your practice through: sale, transfer, succession, family issues, agreements
- Embracing technology more effectively: equipment, linkages, training, programs, Internet
- Branding your practice – image building, media relations, acquiring a recognizable identity, logo
- Other _____

Preferred Speakers/Topics

Your name: _____ e-mail: _____

Fax to IARFC at: 513 424 5752
Or mail to: IARFC, P.O. Box 0506, Middletown, OH 45042-0506

Internal Medicine for Financial Advisors



Maribeth Kuzmeski, MBA, RFC®

What do you do when business is sluggish? If you're like many financial advisors, your first impulse is to look outward for answers. You add a few more seminars or begin a new direct mail campaign. Or you decide that your entire marketing strategy needs to be overhauled. Stop and take a deep breath. Sure, you *may* need to make some sweeping changes in the sales and marketing arena. But it's just as likely

When business is inconsistent, your first impulse is probably to boost your sales and/or marketing efforts. The true answer for you may lie in an unlikely place: your internal operating systems.

that what really needs help is something decidedly unglamorous: your internal operating systems.

When a financial services firm is struggling, the problem often starts in what's going on in the office. That doesn't mean your employees or colleagues are incompetent. You can have a building full of brilliant staff, but it may be that they're operating on a broken system. If your business practices are flawed, you're not going achieve to your full potential.

If you're not getting referrals, consider it a red flag. Lack of referrals may indicate that clients are having a "ho-hum" experience that simply doesn't inspire them to spread the word about your firm. And that almost always is a direct result of your internal business systems and practices. But take heart: there are some actions you can take right now to improve these areas — things that will, in

turn, improve your marketing.

Let your staff know what a great financial advisor you really are. It may sound immodest, but modesty doesn't bring in business. Let them know when you have received an industry or broker dealer award. Show them client letters and share comments you hear. Have them sit in on meetings so they can see firsthand how you change lives. In order to sell you effectively, they need to believe in you. If they don't, won't, or can't, then find someone who does, will, and can!

Deal with negative staff members. You must get them on board or get rid of them. Period. In this business, your staff is definitely your greatest asset. They make you better than you ever could be alone. They also can be one of your greatest roadblocks to success.

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Your Estate of Mind

By Arthur W. Rothfuss, CEP, CSA, RFC®

Estate Planning Isn't Just for Death

Many clients think of Estate Planning as the process for determining distribution to their heirs and doing so in a fashion to minimize the three elements of estate costs:

- Federal Estate Tax
- State Estate or Inheritance Tax
- Probate Costs and fees

However, a major element in the properly drawn estate plan is the effective administration of the estate assets thereafter. Many estates continue for a long time — and if not managed effectively, the results can be disastrous. In fact, there are well known cases of

intra-family lawsuits over estate management and distribution.

When an estate plan is not designed to protect the privacy of the family, all the income becomes public record. For example, here are the estate 2003 earnings of six well-known, still open estates that are under continued administration:

- Elvis Presley - \$40 million
- Charles M. Schulz - \$35 million
- John Lennon - \$21 million
- J.R.R. Tolkien - \$23 million
- Theodor Geisel - \$18 million
- Marilyn Monroe - \$8 million

Why is this public information? Because the estates were not properly designed. Protect your privacy and that of your heirs. Keep your and your clients' legal work up to date and your trust properly funded. Estates that are not properly drafted to operate within a trust, remain open to public scrutiny.

Probate costs include local court fees, attorney fees, property management, appraisers and accounting — for services during the administration of the estate as well as the filing of estate returns, income tax returns and reporting to the courts. ☐

The National Institute of Certified Estate Planners (NICEP) provides education and support to attorneys and financial consultants. NICEP has both self-study and classroom estate planning curriculums, granting the CEP designation. For programs and course information: www.NICEP.org 765 453 4300 or e-mail: CEP@NICEP.org



Arthur W. Rothfuss, CEP, CSA, RFC® Art is an experienced estate planner, educator financial advisor, and CEP "Planner of the Year" 2003. His firm, Genesis Projects located in Indianapolis, serves clients in twenty-nine states. Art is one of the five national directors of NICEP and may be contacted at: 317 872 9574 or gprojects@sbcglobal.net

Take a good hard look at the “front lines.” In a service — and trust-based business, whoever has contact with the prospect or

client has major impact on repeat business and referrals. These people really are the face of your company. How professional, upbeat, and positive are those interactions? Be honest.

To ensure that you have the right people in the right positions, have staff take the Kolbe Index assessment. It may well be that you have the right people in the wrong positions. The Kolbe Index assessment (www.kolbe.com) measures an individual’s instinctive method of operation that allows him or her to be most productive and satisfied. Have everyone take the test, and keep an open mind I had a client who had an employee who was extremely implementation and follow-up oriented. She was answering phones! She should have been doing client service work and processing business. When people are allowed to do what they enjoy naturally, they do a better job. And of course, that’s better for your business.

Put an organizational blueprint together for now and for the future. How many service people do you need? Do you need someone internal to manage your marketing? Do you have an administrative assistant? Do you have one person doing all these tasks — and none of them very well? Be honest with yourself about staff shortfalls. Of course, people can’t function well when they’re overworked. And don’t worry about the high cost of bringing on another full-time person. Consider part-timers or contract employees. Be creative. You may well find out that adding just one part-time person results in so much new business that he or she quickly morphs into a full-time employee.

Consider hiring a New Business Coordinator. What does the NBC (New Business Coordinator) or CSM (Client Service Manager) do? He or she joins you in every new business appointment... hears firsthand what needs to be done in order to transform a prospect into a client... schedules the follow-up appointments, prepares the paperwork, enters notes into the database, conducts research, and prepares first drafts of financial plans. He or she creates a relationship with the prospect by giving that person another point of contact in the office (besides you). This will help you where you need it most. When someone

is on top of every detail, you can do what you do best — meet with prospects and clients, and be a great financial advisor.

Establish systems for the most repeated activities in the office. There are certain things that happen over and over in every business. Create a process or set of guidelines for every one of them — new business, client review, meeting agenda, client service event, client communication, prospect communication — and carve it in stone. That way, everyone in the office will know what to do, and the job will get done consistently every time. Suppose a prospect calls your office on a day when the person who normally deals with such situations is absent. If it’s company policy that we get a new business package in the mail within an hour after a prospect calls, and further, that assembled new business packages are kept in the corner closet on the lower left-hand shelf, well, then the person who happened to answer the phone will know exactly what to do. Having systems in place greatly reduces the chances that something important will fall through the cracks. It will be easier to train people. And it’s just more professional.

Be especially careful to create systems around follow-up. The “prospect” scenario in the previous tip is just one example. You also need set procedures for following up with referrals, new clients, clients you haven’t seen for six months, “lost” clients, and so forth. These procedures should take into account what to do if, say, you leave a voice message or an email that goes unanswered. If you have systems in place for all possible scenarios — and keep plugging away at them — your sheer persistence will almost certainly pay off in new business.

However, give the most attention to your Red Zone Hot List. The red zone — that unmarked territory between the defending team’s 20 yard line and the end zone — is the most critical and magnified part of the field. You no doubt have certain potential clients in the “red zone.” Create a list of these people, their potential business, the anticipated date when the money will be available, and your follow up activities. Look at this list daily or at least weekly. These are your hottest prospects and they should get the lion’s share of your attention. In other words, prioritize your follow-up systems so that the “little fish” won’t nibble up all of your time. Give most of your time to the “big fish.”

Work your MOTT list. “MOTT” stands for “Money On The Table.” If a current client has some of his assets with you and other

assets with one of your competitors, add him or her to your MOTT list. Call these clients and insist on meeting with them so you can show them solutions that will be in their best interest with this additional money. Common sense should tell you that it’s easier to get more business from an existing client than to get a whole new client. But so many financial advisors drop the ball in this area. Add your MOTT list to your follow-up system and make a commitment to get more business from these people. If you assure people that it’s in their best interest to invest all their assets with you — and if you don’t come across as “commission seeking” — you’ll be amazed at how much extra business you get. After all, you’ve already earned their trust.

Excelling in all of these internal areas — great people, efficient systems, and vigilant follow-up — will convince prospects and clients that you are deeply committed to serving them. It’s the key to client delight. And frankly, if you aren’t striving to delight your clients, you’ve set your service bar too low.

I constantly tell financial advisors that striving for client satisfaction is dangerous. Satisfaction just means you met minimal expectations. Clients who are merely satisfied will defect to the competition. **Delighted** clients, on the other hand, are not only deeply loyal, they are happy to pass your name along to their friends, family, and coworkers. Do all the internal things right and you’ll achieve that. Then add on your sales and marketing strategies and you’ll soon find yourself with more business than you can handle, which is a really great problem to have. ☐

*Maribeth Kuzmeski, MBA, RFC® is an accomplished marketing consultant, business owner, speaker, and author of four books. Her newest book is titled, **Systematize Your Practice: A Collection of Easy to Implement Operational Methods, Checklists, Forms, and Systems from Million Dollar Producers.** Her firm, Red Zone Marketing, has been consulting with businesses on strategic marketing since 1994.*

She has appeared on TV and radio stations across the United States and has written articles appearing in hundreds of magazines and newspapers and is a member of the National Speakers Association. She may be reached at: Red Zone Marketing, Phone: 847 367 4066, e-mail: info@redzonemarketing.com, Web: www.redzonemarketing.com

The director (or his designated external presenter) is a dogmatic Top Dog, and the attendees are dependent puppies. The whiteboard or PowerPoint, with its convoluted system of diagrams, is a series of mental hurdles that the puppies must jump over. If it all proves too high-flown, then Top Dog spoon feeds them | pre-digested dogma-food. If the puppies start to yap too much, or shuffle their paws in boredom, he reins in the verbal leash and subjugates the upstarts with unwavering eye-contact. The board-room is not a place for play; the training suite not a forum for insubordination. Top Dog wants to stay on top — at any cost.

Can a pre-structured pep-talk, delivered by a controlling personality, actually inspire employees, agents or advisors? Can it set in motion more efficient corporate mechanisms? Can it stimulate individuals to unprecedented peaks of performance?

In my experience, the answer is: “Yes — perhaps even for a whole day! But what *then*...?”

Long-term effects of the pep-talk are dubious. Like junkies on junk, companies can become quickly fixated on the quick-fix. Initially empowering, the post-powwow “high” plummets into a deeper trough, from which the despondent employees find it increasingly hard to extricate themselves. The company remains mired in mediocrity. Depression — economic and emotional — may ensue. What can we do about such a mindset?

Perhaps trade it in for a *heartset*... a heart set on *wisdom*!

Pine trees are slender, with light-coloured wood. They grow faster than the Giant Sequoia, which takes a century or more to attain its imposing height, impressive girth, and rich-coloured wood. The Sequoia is the most long-lived tree: some specimens are said to be 3,500 years old. Naturally, it cannot grow just anywhere. Conditions have to be favourable.

People have the potential to become Giant Sequoias — given the right conditions. The way a manager or trainer cultivates the staff and influences their lives will in turn be determined by his or her understanding of the way humankind develops. We are not a sprout-by-night species; we take years — decades, in fact — to reach even the basic level of maturity that makes us effective. Thereafter, we have the potential to become ever finer in

character, ever stronger in resolve, ever deeper-rooted in excellence — provided that conditions remain favourable.

But I can hear the objections already. “Modern commerce waits for no man!” the trainer will say, “Time is money! He who hesitates is lost! Procrastination is the thief of — ”

Well, you’ve heard them all before. And they’re partly right: stakeholders want results *yesterday*. That’s the way the system is set up. But if we’re wise, we can give stakeholders what they want and cultivate long-term excellence as well. In short, we can give *results plus*.

By setting aside just a little regular time for cultivating genuine wisdom, we can each contribute to the growth-rate of the company plus the well-being of employees plus the satisfaction of the stakeholders.

Yet we still will be disappointed if we do not acknowledge and heed natural limits. The growth of a Sequoia cannot be accelerated — no matter how loudly the timber-merchants clamour for more wood. You want fast growth...you grow pine trees. But be resigned to a different quality of material...

The slick performance of a motivational speaker has the power to entrance and inspire a full auditorium; but what they hear in a quick half-hour may have taken the polished professional a whole half-century to cultivate. Who among us is not genuinely stirred by a humorous speech? — Well, it makes the day more interesting than just sitting behind a desk...but a few belly-laughs between bouts of figure-crunching are not guaranteed to transform our lives.

Excellence is! — And it achieves the transformation through the catalyst of wisdom. Wisdom is the heartset of positivity that neutralises the mindset of negativity. Wisdom is the measured principle for peak performance that counteracts the quick-fix formula for instant success.

This is not to write off the popular pep-talk as good-for-nothing. It just isn’t good for *everything*. In the right place, at the right time, with the right people, the “shot in the arm” technique can work. But it really cannot be relied on as a substitute for an integrated personal development program designed to polish the self-image of the recipients to sparkling brilliance.

The energy and enthusiasm that some motivational speakers radiate may create

sparks in the auditorium; but they are often transitory. Delegates cannot capture them in a bottle!

Wisdom, however, generates warmth and light of endless duration; and it radiates from the individual who cultivates the heartset of excellence that germinates from the kernel of character. The rare motivational speaker imparts wisdom in such a fashion that it is “caught” by the audience who has been properly set-up by the engaging presentation.

Even hard-headed stakeholders may be softened to a wry smile when you show evidence their stake is firmly planted in the same soil that grew the Giant Sequoia. ☐

Rev. Dr. Clements will be one of your keynote speakers at the Financial Advisors Forum next May. You may contact him at: 44 0 1603 436658 or john@creativementors.com

Call for Papers

Reviews, and practitioner insights on the assessment and measurement of financial risk tolerance for a special issue

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John Grable, Ph.D., Editor
318 Justin Hall, FSHS
Kansas State University
Manhattan, KS 66506
Phone: 785 532 1486
E-mail: jgrable@ksu.edu

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Marketing-Friendly Compliance

When the Financial Advisor is in Financial Trouble

By Katherine Vessenes, JD, CFP®, RFC®

The dicey markets of the last few years have not only been hard on investors. Some Financial planners and investment advisors are also suffering. A common story: appointments are down, old marketing systems aren't working anymore, revenues are lower and some financial advisors are in financial trouble, or worse: facing expensive arbitration or litigation. As they worry over paying the bills and meeting payroll, an even bigger fear often faces advisors: "Will their clients still want to work with a financial advisor who is in deep financial trouble?"

Unfortunately, the common response, to keep your financial distress quiet, could put you out of business or subject you to additional regulatory scrutiny. Why? The SEC, and most states, require certain investment advisors to disclose this information to current clients and new clients.

Let's step back and review the issue.

Section 206 of the Investment Advisers Act of 1940 prohibits Investment Advisers from making misleading statements or failing to give clients full and adequate information in connection with the conduct of their investment advisory business. The SEC considers these false, misleading statements, or even a calculated omission of critical information, to be a fraudulent act. An adviser who violates the anti-fraud prohibitions of the Act can be subject to serious sanctions, fines, suspension or even be barred from the industry. State regulated IAs are also subject to the anti-fraud provisions of the 40 Act.

Section 206 of the Advisers Act imposes a fiduciary duty on Investment Advisers (SEC v. Capital Gains Research Bureau, Inc., supra). An investment adviser therefore has an obligation to act in the best interest of its clients. The SEC also takes the position that as a fiduciary, an adviser also has an affirmative duty of full and fair disclosure of all material facts to its clients. The duty includes disclosure of material facts regarding a financial condition of the adviser that is likely to impair the ability of the adviser to meet contractual commitments or refund prepaid fees to clients. The SEC's position is that if an adviser is unable to

meet its contractual commitments to furnish investment advice, clients might suffer financial harm during the resulting disruption or discontinuance in active investment management while they search for a new adviser.

Many IAs might want to avoid this disclosure requirement by telling themselves that their clients' funds and assets are not at risk. "Unfortunately the SEC does not agree with that line of reasoning," says Beth Dickinson, compliance consultant and President of Dickinson Regulatory Alliance. "I have had IA clients who were insolvent and thought their financial distress will have absolutely no bearing on the investor's situation. However, the SEC reasoned that if the IA went out of business, this could adversely affect the investor." Another concern is that the IA's financial troubles are so time consuming, it might detract from its ability to manage the investor's assets or poor judgment might be used. In extreme cases, the SEC is also concerned the IA will abuse its discretion or custody authority and embezzle or misappropriate client funds to satisfy the IA's shortfall.

Although there is no specific requirement on how to notify clients when an advisory firm is unable to meet its bills, it not only makes sense to do so, it is required. Why? Rule 206(4)-4 states that it shall constitute a fraudulent, deceptive, or manipulative act, practice, or course of business for any investment adviser to fail to disclose to any client or prospective client all material facts regarding the financial condition of the adviser the following two conditions exist: (1) the adviser's financial condition is reasonable likely to impair the ability of the adviser to meet contractual commitments to clients, and (2) the adviser has discretionary authority (express or implied) or custody over such clients' funds or securities, or requires prepayment of advisory fees more than \$500 from such client, six months or more in advance.

Let's say an IA was sued for a variety of reasons by an unhappy investor over investment performance. One possible cause of action was the IA did not disclose

its own impaired financial situation to the investor. The IA was distracted from adequately monitoring the investor's account and the investor suffered loss. Perhaps an IA would be more likely to invest client assets in riskier investments in the hope of a substantial increase in assets under management, even if short-lived. Savvy plaintiff's counsel could allege a violation of the anti-fraud provision, by failing to make adequate financial disclosures, as a way to bolster their case.

Beth Dickinson has worked as an expert in cases involving investment managers who accepted outside business activities in the industry to supplement their income. In these cases, the advisers failed to disclose the outside activity and the conflicts of interest in connection with their activities. In one case, the manager directed client investments to a firm he became involved with and without the any disclosure whatsoever, and as a result, investors were harmed due to significant investment losses.

State regulated IAs. Just about every state we have dealt with will defer to the SEC rules. Many states require advisers to adhere to a minimum net capital requirement. All advisers are subject to the SEC's anti-fraud rules. State advisers are strongly encouraged to re-visit net capital and disclosure requirements. Further, some states may require the adviser to alert the regulator when the adviser has dipped below the minimum net capital.

State regulated IAs also have an additional requirement in the Form ADV, Part 1B. In that section IAs must respond to whether they have any unsatisfied judgments or liens against them. A situation does not have to progress as far as a judgment or lien in order for it to become disclosable.

Both SEC regulated and State regulated Advisers will need to disclose a precarious financial condition on the Form ADV Part II at Schedule F or in their substitute brochure, says Dickinson.

We are seeing these issues more and more in our compliance consulting

continued on page 11

practice. A typical situation could arise during a routine SEC or State examination. During the pre-audit interview stage of the audit the examiner will ask a number of questions of the adviser. One that is likely to trip up an unprepared adviser is "Is there anything else we should know?" If you are in a difficult financial situation, this is the time to come clean. Most examiners will figure it out looking at your books and records, but it is always better to be honest and forthcoming up front.

"I know of one IA, with discretionary authority, who did not take the high road," says Dickinson. "Once the SEC discovered the IA's financial problems, the Commission sent a registered letter to the IA listing the failure to disclose their financial situation to clients as a serious deficiency. The situation went from bad to worse. The IA was required to send a letter to every client explaining their financial situation in writing. They even decided to send a letter to the clients who did not have custody or discretion arrangements. The Commission then kept a very close eye on them over the next year or so, a second audit came about six months later."

Regrettably, the story does not end here. When the IA reached insolvency, it was finally forced to close its doors. It filed a Form ADV-W to withdraw from registration, thinking it would at last be finished with SEC scrutiny. However, regulations require an IA to keep all their records for 5 years from termination. Before the SEC would allow the IA to withdraw it had to send boxes, and boxes, and more boxes of records to the SEC to review, to make sure no investor was harmed. "The copy and shipping costs alone were probably in the thousands of dollars," said Dickinson. Even though out of business, the IA still retained the services of a compliance consultant and an attorney because they were concerned with an enforcement action. Eventually the adviser was allowed to withdraw, but not without a lot of anxiety over the process and unnecessary expense.

The sad thing, is the adviser could have avoided most of the regulatory problems and expenses if it had just properly disclosed its situation up front.

The penalties for violating this section can be painful. In addition to fines or suspensions, IAs can face very damaging publicity. The SEC routinely posts these notices on its web sites and probably sends out PR announcements to the IAs

local papers. A few years ago I was working with a firm that was looking at serious SEC fines. Although the fines were huge, the bad press was probably worse. I received calls from all over the country, including the Wall Street Journal, wanting to get our comments on the SEC release. For a firm in precarious trouble, the bad PR can push them over the edge.

What should you do, if you are in this situation?

1. First, take a look at your own financial situation. Do any of these scenarios apply to you?

- You are unable to pay bills as due.
- Your assets have fallen below your state's net capital requirements.
- You are insolvent, that is your assets are less than liabilities.

2. Be completely honest with your compliance consultant. A lot of times we don't discover one of our IA clients is in financial trouble until they are late on paying their consulting bills to us! Your consultant can help you wade through these difficulties and understands that this can happen to any firm at any stage.

3. Next, figure out where you fit in the regulation scheme:

- Are you an SEC IA with ongoing client agreements or services, discretion or custody?
- Are you an SEC IA without discretion or custody but have ongoing services?
- Are you a State IA? Does your state have a minimum net capital requirement?

4. If you think you have to disclose or you are unsure, this where the competent compliance consultant or attorney who specializes in the area really pays their way. They can be especially helpful when it comes to wording the disclosure so it fits the requirements, but reduces the bad press. The disclosure can be done in a letter but must be made on schedule F or the adviser's substitute brochure. The key is to be proactive and make the disclosures before the regulator finds them and requires you to make them.

5. If you are audited, be prepared to tell the examiner about your financial condition and what you are doing to resolve it. This openness, coupled with proper disclosure presents a good faith effort at compliance with regulations. This always makes regulators more comfortable and reduces the chances the IA will face serious sanctions. You will likely, however, need to reduce it in writing in response to a deficiency letter and you will have 30 days to deal with the issue.

6. Finally, be careful on how you fix your own financial problems. It could cause even more problems with the regulators. Beth Dickinson recounts a few situations where advisers have entered into promissory notes and loans with advisory clients. This is unethical and prohibited. Additionally, where the promissory notes meet the definition of a security — you have just entered into the offering of an unregistered security. There have been cases where clients become shareholders of the adviser's company and while it may be a legal arrangement, requires special handling the adviser, as fiduciary.

As devastating as it may be to have to disclose your financial situation to your clients, you should also think about other interested parties who could be harmed by your financial issues. Ed Morrow, Chairman of the IARFC, tells the story of a local financial planner. This fellow was brilliant on the radio. He had a popular radio program and got most of his new clients from the radio audience. Unfortunately the radio station got wind of his financial difficulties and terminated his contract! They did not want the embarrassment of having their prize financial planner going bankrupt. "Unfortunately, when they terminated his contract," says Morrow they also terminated his marketing program. Although he personally survived, says Morrow, that advisor's practice was never the same." ☐

Thanks to Beth Dickinson for her help with this article. She can be reached at: Dickinson Regulatory Alliance, LLC, Riaserve@coslink.net or 231 386 5808.

*Katherine Vessenes, JD, CFP®, RFC®, Pres. of Vestment Consulting, is the leading national expert on **Building Your Multimillion Dollar Practice**. She focuses on practice management, compliance and marketing issues facing financial advisors. Contact Katherine: 952 401 1045 or Katherine@vestmentadvisors.com*



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Member Notice of 2006 Dues Increase

The IARFC Board of Directors has unanimously decided to adjust the member dues, effective with all members dues that are scheduled for payment after December 31, 2005. The annual dues have been \$100 since the inception of the IARFC in 1984 for twenty one years. However, the cost of operations has more than tripled during that period.

Administration. The Association has expanded its operations substantially in recent years, at the request of members, and this has also caused an increase in expenditures.

Member Benefits. We have continued to develop more items to help RFCs enhance their image and improve their marketing and practice management. Obviously this requires time and expense, but the benefits to members are very significant.

Publications. The monthly Register magazine is now averaging 20-24 pages and the Journal of Personal Finance magazine is now averaging 150 pages per quarter. These sixteen issues (printing and mailing) have been costing \$47, or 47% of each member's annual dues.

Website. The new expanded IARFC website contains a much-needed improved structure, including a very expanded Financial Advisors Profile — with better look up features. Coming soon we will have an online store and a separate section for members only that will have more down loadable materials for your exclusive use.

Events. In 2006 the Association will host two significant continuing education events — the Financial Advisors Forum in May and the Cruise/Conference to the Caribbean in October.

Special Dues Discount. Each IARFC member will have the opportunity to pre-pay the \$150 2006 dues before the end of 2005 — at the old rate of only \$100.

Gold RFC Lapel Pin. When each member's 2006 dues are received — either later in 2006 or under the 2005 Special Dues Discount, that member will receive a gold RFC key — a \$35 value. Our members in Taiwan have helped us to have these pins manufactured with a non-spin feature and at a reduced cost. ☐



Negative Accounts Stay on Credit Reports But the seven year rule confuses counselors and consumers alike

Prior to 1997 it used to be so; any activity on a credit file extended the seven year rule and negative information, such as a late pay or charge-off, could stay on a person's credit file seven years from the date of the last activity. Creditors and collectors alike had a field day with that loophole in the law and negative information stayed on credit files forever, it seemed.

Major revisions were made to the Fair Credit Reporting Act (FCRA) in 1997 and one of main features – from the consumer's standpoint – was clearly defining when the seven year clock on reporting negative information begins and when it will end.

The seven year clock begins 180 days after a date of delinquency (DoD) was first reported, whether it was reporting a late pay, a charge-off by the creditor or the creditor turned over to a third party for collection attempts. Now, no activity on the account can alter or extend the seven year clock.

What is not clear, however, is why the Congress did not require the three major credit reporting agencies (CRAs) to include the date of delinquency on the consumer's report and when the negative information will come off the report.

According to the Federal Trade Commission (FTC), a file disclosure will always provide the consumer with the information remaining in the file, though not the DoD. But the consumer knows what the DoD should be, because he/she knows the account history, and therefore knows (from the file disclosure) if there is an obsolete item of information in the file that may still be reported.

If there is an abuse by a CRA, after being told the seven year limit has expired, the FTC points out consumers can sue credit bureaus that violate Section 605 by reporting obsolete information. (See Sections 616-617 of the FCRA).

If you want to make a point and expose this abuse to the entire country, the law says you may sue in a U. S. District Court that has jurisdiction in your area.

Otherwise, if you just want to get it off your credit file, try small claims court, where, in most states, no attorneys are allowed.

Here is what the FCRA says about the reporting of negative information for inclusion in a consumer credit file.
Reporting Delinquencies – Section 623(a)(5).

If you report information about a delinquent account that's placed for collection, charged to profit or loss, or subject to any similar action, you must, within 90 days after you report the information, notify the CRA of the month and the year of the commencement of the delinquency that immediately preceded your action. This will ensure that CRAs use the correct date when computing how long derogatory information can be kept in a consumer's file.

How do you report accounts that you have charged off or placed for collection? Here are a couple examples:

A consumer becomes delinquent on March 15, 2003. The creditor places the account for collection on October 1, 2003. In this case, the delinquency began on March 15, 2003. The date that the creditor places the account for collection has no significance for calculating how long the account can stay on the consumer's credit report. In this case, the date that must be reported to CRAs within 90 days after you first report the collection action is "March 2003."

A consumer falls behind on monthly payments in January 2003, brings the account current in June 2003, pays on time and in full every month through July 2004, and thereafter makes no payments. The creditor charges off the account in December 2004. In this case, the most recent delinquency began when the consumer failed to make the payment due in August 2004. The earlier delinquency is irrelevant. The creditor must report the August 2004 date within 90 days of reporting the charge-off. For example, if the creditor charges off the account in

December 2004, and reports this charge-off on December 31, 2004, the creditor must provide the month and year of the delinquency (i.e., "August 2004") within 90 days of December 31, 2004.

The 1997 amendments to the FCRA for the first time imposed legal duties on debt collectors, and others that furnish information to credit bureaus, regarding the accuracy of that information. According to the FTC's complaint, certain junk debt buyers violated the FCRA by:

- furnishing information to a consumer reporting agency when they knew or consciously avoided knowing that the information was inaccurate;
- failing to promptly notify a consumer reporting agency that its previously furnished information is incomplete or inaccurate, after defendants had so determined;
- furnishing adverse information to consumer reporting agencies without disclosing that the consumer previously had disputed the information being reported; and
- falsely reporting the date of delinquency of a debt.

So, consumers may also bring legal action against creditors, collection companies and junk debt buyers if they falsely report a date of delinquency to a CRA.

The seven year clock and other areas of the FCRA and the most recent amendments, is known as the Fair and Accurate Credit Transactions Act (FACTA) are just part of the curriculum. RFC's are the front line for defense for their clients when it comes to spotting erroneous entries and/or suspicious activity on a credit file. Consumers and clients have a right to expect their financial planner to be trained and qualified to help them maintain their good credit and high credit score as well as manage and minimize their risk of credit and identity theft. ☐



Cato Comments – About Your Image...

Charles “Tremendous” Jones Talks About You!

Charles “Tremendous” Jones, RFC® earned his place in history four times:

- (1) When he was rated as one of the world’s most successful insurance sales agents.
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- (3) When he became one of the world’s most booked professional sales trainers, according to the **Pacific-Rim Speaker’s Network**.
- (4) When **National Speakers Association** selected this Registered Financial Consultant as their **USA Professional Speaker of the Decade**.

First, the **Great News**, Tremendous Jones will be a featured speaker at the 2006 Financial Advisors Forum next May in Middletown, Ohio. We asked him a series of critical questions...

Is image really important to an RFC’s success?

Of course! I grew up during the depression — when how you dressed was important. And it still is! How you combed your hair was important then. It still is. When I was a teenager I worked part-time in a men’s clothing store. I saw the difference between those who dressed smart and those who didn’t care about their appearance. The better-dressed people were always far more successful people. As a result of working there and seeing this again and again, it eventually became natural for me to always think about my personal appearance.

Do others agree with you? What did General Patton say on this subject? *“A good soldier looks good all the time because he is always being inspected.”* As I grew older I realized personal appearance is not the total image of what you are. But personal appearance is part of your image. Genuine success begins with discovering your purpose and passion. Your worthy purpose may be hazy in the beginning, but your passion will bring this into focus and you will be dedicated to pouring your life into what you are doing. For example, no great person sets out to be great. Their worthy purpose and passion enable great feats to be accomplished. We, their peers, proclaim them great. Often they suffered humiliation in the process.

Consider the courage and character of Hal Chorney. He had ethics, a worthy purpose, and passion, enabling him to find the courage to stand-up for his clients against the massive federal government. When he came out of prison he quickly became a hero for the financial planning and insurance profession.

Consider the courage and character of Judith Miller of *The New York Times*, who is in jail for refusing to reveal her confidential sources. Like Hal Chorney for financial planners, she became a martyr for journalists who desire a free press.

For Lincoln, Churchill, Robert E. Lee, and Booker T. Washington, image was very important. This is true of every pacesetter or leader. It is important to skillfully communicate your true image because your image influences your destiny.

How did you acquire your impressive image? How does anyone find himself?

You do every thing after the right decision, — everything, — and you are humbled and surprised that you get credit for what God does through you. Starting in the insurance business at age twenty-two, I had only one asset going for me, I was a true believer. I believed a life insurance career was the greatest opportunity in the world and the solution for all my problems. I soon discovered my one asset was out weighted by my many liabilities. I felt insecure, inadequate, inferior and insufficient.

Of course I was wise enough not to show it, but in my early years I didn’t have the desire to succeed as much as the fear of failure. I’m not sure if this was all bad because my fear of failure kept me going when things looked hopeless. The turning point in my life was when a prospect asked me to read him some Bible verses. This was a new experience for me. I didn’t have a church background and while many of my friends went to church, they were much like me. But this fellow was very sincere and didn’t promote any particular church so I read what he asked. ***I read, thinking I would sell him later, but I soon realized he was doing all the selling.*** I terminated our interview but the verses I read that day were penetrating. They were the opposite of all I had imagined religion to be. After much thinking that day, I

made a simple prayer and commitment to Jesus Christ. For more than fifty years I’ve known failure, discouragement, disillusionment, humiliation, depression, and even a few successes and God made every experience a tremendous life lesson.

Oswald Chambers said it best. “If you are going to be used by God, He will take you through a multitude of experiences that are not meant for you personally at all. They are meant to make you useful in His hands, and to enable you to understand what transpires in other souls so that you will never be surprised at what you come across.”

I remember a young agent who rushed up to me at a Life Underwriters sales training session and asked, “Mr. Jones, when did you find yourself?” I had never thought of it that way before and a verse quickly came to my mind, “If you find your life, you’ll lose it.” But if you lose your life for my sake you’ll find it.”

What was the most helpful factor in your selling and speaking success?

Discovering the miracle power of great books. Reading them, quoting from them, re-reading them, giving them to my clients and competitors. It was always a book at the right time that turned many of my failures into successes. I have an obsession to share this discovery with millions who have the same need. My reading diet is biographies for the mind and devotions for the heart.

My top five biographies are Lincoln, Churchill, Robert E. Lee, David Livingstone, and Booker T. Washington. My top five devotionals are Spurgeon, Chambers, Fenelon, Tozer, and Nee.

What is the most important factor in the financial advisor’s image?

Competence, character, and compassion! Competence conveys confidence, character reveals your values, and compassion helps you identify with others and their needs. There are many additional ingredients but most would fall into these categories. ***Remember, we never learn, we can only be learning.***

continued on page 15

When you think you've learned something, you're back at the starting gate. Leonardo DaVinci said, "Your learning process never ends." Everything is a learning and growing process and the more we learn, the more we discover there is to learn. Just ask the great names (all RFCs incidentally) in our financial industry, names like Jerry Reiter, CEO of Financial Advisors Legal Association, Norman G. Levine, James Lange, Lew Nason, Joseph A. "Big Joe" Clark, Ed Morrow, Ruben Ruiz, Lester W. Anderson, Richard Villers, Albert F. Coletti, Clyde Cleveland, Craig Randall, Mehdi Fakharzadeh, and others.

When your friends think you've arrived, you are humbled because you realize you are just beginning. This is true of leaders aged 70, 80, and 90.

What can the financial advisor do to create and establish a better-known and more-desired image (or reputation)? Read, re-read, think, and share. Be a team player. Do not become a self-centered egomaniac when you start making money! **You are the same today you will be in five years, except for two things, the people you meet and the books you read.** Many of the people you meet will be in biographies and autobiographies. Of course there will be some living friends and role models, heroes, associates, and mentors along the way, but nothing can take the place of great biographies where you can "see yourself."

I remember reading Frank Bettger's *How I Raised Myself From Failure to Success in Selling*. Bettger's book was too good to be true. It was reading "my story" and this experience has been repeated in hundreds of biographies over the years. Reading, and everything you do, must be for others. Reading to improve yourself can't be compared to reading to help others. The key to growing is living, giving,

and working out what God has put in. I began giving away books over fifty years ago. Many were booklets like *As A Man Thinketh, Thought Conditioners, Acres of Diamonds*, and others.

You should give these with your business card! Nothing you ever do will give you such satisfaction. This act also improves your image with clients and prospects. Do this for them!

Consider printing on the back of your card, the titles (of books) that influenced your life. Many people will keep your card because of this. I continue to be surprised with letters, e-mails, and calls I get thanking me for a book or booklet I gave to others over forty years ago. This can happen to you also. This is an important sales tip that you have not seen or heard before.

What books have been most helpful to you and others?

A Message To Garcia
Think And Grow Rich
The Power Of Positive Thinking
How To Win Friends And Influence People
The Five World-Wide Success Dynamics
The Richest Man In Babylon
The Prayer Of Jabaz
My Utmost For His Highest
The Seven Habits Of Highly Effective People
The Seven Spiritual Laws Of Success
Swim With The Sharks
How To Sell Your Way Through Life
What It Takes To Make You GREAT

Can a well-established image be destroyed or damaged? An image can be destroyed with one indiscretion, but that one indiscretion didn't just happen. It started when we became more consumed with self-interest and forgot the responsibility and obligation we have as leaders, servants, and stewards of success! To whom much is given much is required." Should this happen to you, remember, with the Lord's help

it can help you help others to start again. We all make mistakes. Humiliation is one of the greatest paths to humility — that is the surest path to a great image.

The work of a professional Media Advocate is to make your *actuality* a much better known *reality*. Most people would not think of being their own dentist, yet do not hesitate to attempt to be their own public relations rep. Almost always they are amateurs as self-promoters and do a third-rate job! Many go for years never realizing this.

What is your bottom-line advice about image relating to the financial advisor's career success? When I am asked to give advice, I ask, "Which would you like my good advice or my priceless advice?" They will reply, "What is the difference?" My good advice is good but my priceless advice is priceless. My priceless advice is "Never ask or take advice." When you ask for advice you are asking others who know little about you or your problem to tell you what they think you should do.

You need to seek counsel, not advice. You may ask, "Aren't they the same?" No! Advice results from asking what you should do. Counsel is gathering the knowledge and wisdom for you to decide what you will do. Since most success comes through failures, your failures will be more rewarding through your resulting decisions, rather than advice you receive from your friends.

Jones can be reached at **Life Management Services**, 206 West Allen Street, Mechanicsburg, Pennsylvania 17055-6240. Go to www.executivebooks.com or, e-mail at CETJones@aol.com, or phone 717 766 9499.

He is a leading world-wide sales trainer for the financial industry. Tremendous! Jones was selected as "One of the five most admired American speakers!" by *Inspirator International* magazine. ☐



Forrest Wallace Cato, RFC®, has over 20-years experience as a local, regional and multi-national media strategist and advocate serving financial professionals. For financial advisors, he creates, establishes, and maintains, desired images within target markets. This highly proven marketing communications effort leads to increased understanding (brought about by desired media exposures) and results in increased consumer acceptance for the financial product or service provider! Annually he presents The Cato Award for "published writing that promotes greater understanding for and appreciation of financial planning," during the IARFC Financial Advisors Forum. Cato, former editor of *Financial Planning* and *Trusts & Estates* magazines, is author of the book *Sales And Success Secrets of The Great Motivators*. Cato also wrote the Introduction to the book *Financial Planning As I Created It* by Loren Dunton, the founder of financial planning. Cato can be reached at: Intergroup II/Atlanta, Inc., 915 River Rock Drive, Suite 101, Woodstock, GA 30188. Phone: **770 516 9395** E-mail: wcato7@juno.com



Go Ahead and Impress Your Clients

Client appreciation requires tangible actions that set you apart in the eyes of clients as an individual who truly cares. And that's Boxes by Pandora's sole mission: **To help you demonstrate client appreciation in a noteworthy and affordable way!**

From specialty document wallets and folders that will make your presentations *memorable*, to worry-free document filing systems that will create natural cross-selling discussions — you'll find them all here!

Our specialized manufacturing and production facility can personalize all of our products with engraved brass nameplates, as well as your name and company logo. If you'd like your VIP clients to think positively about the services you provide on almost a daily basis, then our custom-made, personally imprinted client appreciation boxes — created from select woods — are for you! Their rich, functional designs will have all your clients showcasing them on desks, credenzas, and display cases.



Boxes by Pandora has special pricing for IARFC members. For additional information, a full brochure or to order call: 800 232 6937 or visit: www.BoxesByPandora.com

Class Up Your Financial Plans To Enhance Your Prospect & Client Relationships

When you present your financial planning capacity to a new prospect the most powerful technique is to demonstrate a Sample Plan. There is no doubt that visualization by the client is essential. The Sample Plan converts an abstract into a concrete, a dream into reality.

Of course, this means that you will need to use the same attractive binder and tab sets with the Sample Plans that you ultimately deliver to your clients. How do you package these plans?

Deluxe Option

The Liberty Publishing affiliate, Boxes by Pandora, has a very handsome padded 11 x 14" leatherette box with a brass lock, brass corners and a custom engraved metal name plate. This would be suitable for a very upscale client. The plan resides inside of the box, within standard three rings, with preprinted tabs. Cost \$100 each, plus shipping. 800 232 6937

Specialized Option

The IARFC has an attractive padded dark blue leatherette binder with 3 slanted D rings, (available both with and without the RFC Key logo embossed in the right upper corner) These plan binders are available for \$20 each (\$18 each for 25 or more) plus shipping.

For only \$13 each (\$11 each for 25 or more) you can purchase matching handsome padded leatherette note pad folders for the client's use during the planning interviews. The 8.5 x 11 pad is included and you may order these both with and without the embossed RFC key logo.

Both the Plan Binder and the Notepad Folder have two clear plastic windows for the insertion of the advisor's business card and one for another advisor, Client Service Manager or a staff assistant.

Avery Index Tab Sets

These very attractive, and colorful translucent tabs are available in sets of 12 (recommended) tabs, or 15 or 18 sections. You use a Word template to enter your section titles (Table of Contents) with your client name and all your company and contact information. Cost:

\$12 for the 12 tab set, \$15 for 15 tab set and \$18 for the 18 tab set. We will send you the Word file pre-formatted for a financial plan, and you can easily edit or re-arrange the order of subjects, etc. To order Binders, Notepads or Tab Sets, use the Order Form on the following page or call the IARFC at: 800 532 9060 .

Sample Comprehensive Plan

Financial Planning Consultants has made available full sample plans for \$145 including an assembly and presentation manual. The Carl and Carol Consolidation Plan is for clients age both 38 with an income of \$73,000 and total assets of \$420,000.

The plan will be customized with your name and firm, etc.

Your Sample Plan should be based on the type of client you normally seek. Of course this means that you may need several samples, if you have a diversified clientele, such as:

- ⇒ Moderate income/asset client, age 50
- ⇒ Affluent couple, with estate issues
- ⇒ Pre-retiree, more affluent, age 60
- ⇒ Business owner, survivorship issues
- ⇒ Post retirees seeking income, age 70

Your sample plans should be well organized, colorful and indicative that you helped these clients achieve meaningful results. They should be in an attractive binder with visual tabs separating and defining the important planning elements. When prospects can see the type of Plan they will receive, they more readily agree to the engagement and quoted fee.

The sample plans have been prepared using the Plan Builder software, supplemented with a few pages produced by Practice Builder. The structure includes limited text pages, more with columns and illustration, plus pages with colorful graphics. Each sample plan comes with 29 pages Sample Plan Documentation Manual that describes how this plan was assembled and some of the unique feature inserted by the advisors that you can customize for you plans. For more information on sample plans contact Financial Planning Consultants at: 800 666 1656 ext. 20 or e-mail Marisu@Financialsoftware.com. □

Classic RFC Plan Binders, Notepads & Tab Sets

Padded Cover

Gold Slanted D Rings

(Optional)
Debossed RFC Logo

Matching
Notepads

Two Business Card Holders



Document Pocket on Inside Cover

Avery Translucent Tabs

- Dark Blue 1" Gold D Ring Financial Plan binder, with RFC Logo
- Dark Blue 1" Gold D Ring Financial Plan binder, without RFC Logo
- Dark Blue 1" Gold D Ring Financial Plan binder, with RFC Logo (Quantity 25 or More)
- Dark Blue 1" Gold D Ring binder, without the RFC Logo (Quantity 25 or More)
- Matching Dark Blue Notepad Folder, with RFC Logo
- Matching Dark Blue Notepad Folder, without RFC Logo
- Matching Dark Blue Notepad Folder, with RFC Logo (Quantity 25 or More)
- Matching Dark Blue Notepad Folder, without RFC Logo (Quantity 25 or More)
- Avery customizable Translucent tab set, with 12 tab sections
- Avery customizable Translucent tab set, with 15 tab sections
- Avery customizable Translucent tab set, with 18 tab sections
- Comprehensive Sample Financial Plan, with a Plan Construction Manual

Unit Price	Quantity	Total
\$20.00	_____	\$ _____
\$20.00	_____	\$ _____
\$18.00	_____	\$ _____
\$18.00	_____	\$ _____
\$13.00	_____	\$ _____
\$13.00	_____	\$ _____
\$11.00	_____	\$ _____
\$11.00	_____	\$ _____
\$12.00	_____	\$ _____
\$15.00	_____	\$ _____
\$18.00	_____	\$ _____
\$145.00	_____	\$ _____

Note: The 1" plan binder holds from 50 to 150 plan pages

Order total: \$ _____
 Tax: \$ _____
 U.S. Shipping Only Shipping: \$15.00
 Total: \$ _____

Ohio Residents Sales Tax 6.5% must be added

Name _____ (Please print)

Firm: _____

Address: _____

City _____

State: _____ Zip: _____ Card No. _____

Phone: _____ Expiration: _____

Fax: _____ E-mail: _____

Website Address (optional): _____

Your Signature: _____ Date: _____

- Visa
- MasterCard
- Amex
- Discover
- Check written to: IARFC

FAX TO: 513 424 5752

MAIL TO: IARFC, Box 42506, Middletown, OH 45042-0506

Financial Advisors Forum 2006

Financial Advisors Forum brings together financial advisors from around the world for three action-packed days of sharing information, building knowledge, professional exchange and networking with the leaders of financial services.

IARFC's annual conference and exposition features educational programs for all levels of experience. Expositions that showcase the latest financial services and products, and fun activities where you can meet other professionals. You will gain new business ideas, make contacts, see prospective resource providers, learn new planning design techniques and explore ways to promote your business. If you're seeking to build your financial advisor practice, the knowledge can be found at the Financial Advisors Forum.

Who Should Attend?

Financial planning professionals with all levels of experience in every area of specialty will find that these practical educational sessions will exceed their expectations. Industry leaders will deliver their most valuable concepts and techniques in a collegial atmosphere. Whether you are a single practitioner, head up a firm of advisors, or are an executive of a broker/dealer, insurance company, bank, or a financial product provider, you will find these ideas, contacts and leadership skills to be invaluable.

Program Schedule

The Forum 2006 opens Thursday, May 11 with six optional pre-conference workshops at 8:30 am. All attendees will enjoy the Thursday opening night reception to be held in the home of IARFC Chairman, Ed Morrow. Whether you are a first time or international attendee, plan to attend the Loren Dunton Award Dinner on Friday evening. The Forum concludes Saturday, May 13, at noon. Activities are planned during the afternoon for those who fly out Sunday.

Other Financial Forum Highlights



Join us Friday evening for the Annual Loren Dunton Award Dinner — an opportunity for financial advisor professionals to network and honor Loren Dunton and congratulate the prior recipients, and of course, the distinguished 2006 recipient of the Award — whomever it may be.

As a renowned figure and pioneer in the industry, Dunton is widely recognized as the father of the financial planning movement in the United States. He started the College for Financial Planning and the International Association of Financial Planning, was the first editor and publisher of Financial Planning magazine, and his precepts on the role of advisors are the basis for the IARFC.

**2006 attendance is limited to the first 200 who register.
Call Now! And reserve your position: 800 532 9060**





--- Thursday, May 11 ---

Registration Desk Open	8:00 - 5:00
Six Financial Planning Workshops	8:30 - 11:30
Exhibition and Buffet Luncheon	11:00 - 1:00
Opening Ceremony	1:00 - 1:20
Charlie "Tremendous" Jones	1:20 - 2:10
Jim McCarty	2:10 - 3:00
Refreshment Break	3:00 - 3:20
Lew Nason	3:20 - 4:10
Jerry Tan	4:10 - 5:00
Exhibition Area	5:00 - 6:45
Reception at the Morrow Home	7:00 - 10:00

--- Friday, May 12 ---

Continental Breakfast in the Exhibition Area	7:00 - 8:00
Les Anderson	8:00 - 8:50
Michael Zmistowski	8:50 - 9:40
Refreshment Break	9:40 - 10:00
Michael Zmistowski	10:00 - 10:50
Norman Levine	10:50 - 11:40
Lunch in the Exhibition Area	11:40 - 1:20
Kip Gregory	1:20 - 2:10
Robin Mills	2:10 - 3:00
Refreshment Break	2:30 - 3:20
Peter Vessenes	3:20 - 4:10
Rev. Dr. John Clements	4:10 - 5:00
Reception in the Exhibition Area	5:00 - 6:30
The Loren Dunton Award Dinner	7:00 - 10:00

--- Saturday, May 13 ---

Continental Breakfast	7:00 - 8:00
George Flack	8:00 - 8:50
James Lange	8:50 - 9:40
Refreshment Break	9:40 - 10:00
Hal Chorney	10:00 - 10:50
Mehdi Fakharzadeh	10:50 - 11:40
Box Lunch Pickup	11:40 - 11:45
Ed Morrow	11:45 - 12:30
Option #1: U.S. Air Force Museum	1:00 - 6:00
Option #2: Dayton Art Institute	1:00 - 6:00

**Thursday Morning
Six Power Workshops**

Session A: 8:30 - 9:20

- ◆ Client Relationship Management
- ◆ Long-Term Care Choices

Session B: 9:35 - 10:25

- ◆ Financial Plan – Design & Delivery
- ◆ Clergy Planning & Marketing (RCA)

Session C: 10:40 - 11:30

- ◆ Legacy-Based Marketing
- ◆ Powerful Tie-Downs & Closings

**World Famous
Featured Speakers**

Charlie "Tremendous" Jones

America's No. 1 Motivational Speaker
(as rated by National Speakers Association)

Mehdi Fakharzadeh

The Legendary and Beloved Veteran
MetLife Agent and Financial Advisor

Norman Levine

The World Famous Agent & Manager
Who Built a Financial Services Giant

Rev. Dr. John Clements

Britain's Celebrated Motivational and
Acclaimed "Right-Thinking" Specialist

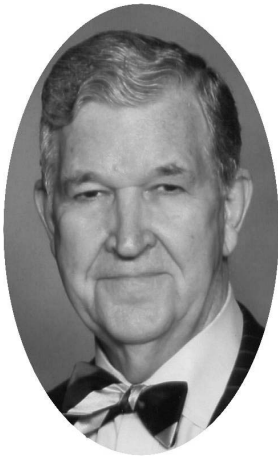


Charlie "Tremendous" Jones, CLU, RFC®

Life is Tremendous!

The things that matter the most in your life never change. Learn how to focus now on the essential — from the *Master of Motivation*, the author of seven best selling books and the founder of the Leadership Library. His principles of the *Seven Laws of Leadership* have mesmerized audiences worldwide:

- ◆ Put Excitement in your Work
- ◆ Use It or Lose It
- ◆ Production to Perfection
- ◆ Give to Get
- ◆ Exposure to Experience
- ◆ Flexible Planning
- ◆ Motivated to Motivation



IARFC Financial Advisors Forum 2006

Jerry Tan, LLIF, CIAM, CMFA, RFC®

Breakthrough Strategies to Assure Your Success

As the leading coach, motivator, manager and producer in Singapore, who lectures and trains agents and financial advisors throughout Asia, Jerry will share the techniques that have helped propel him and his associates to Top of the Table production as qualified financial advisors.



Les Anderson, MBA, RFC®

Make Sure You Are The Product

When you are selling the same products at the same prices as everyone else, how do you differentiate yourself from your competition? Learn from the author of *The Product is You* his proven process to market yourself, rather than sell a product, thereby shifting the client's emphasis from product to personality.



Michael Zmistowski, RFC®

Retirement Income Management Techniques & Retirement Income Case Studies

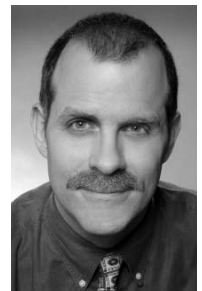
Dramatically increase your "hard dollar" income by getting the "soft facts" from the client. Smart Retirement Income planning will determine which services and products will be most appropriate to meet client goals. Learn to demonstrate techniques to maximize retirement income — and to create certainty your clients will never run out of money.



Kip Gregory

Strategies for Growing Your Business Faster with Technology

Let the author of *Winning Clients in a Wired World*, show you how to harness the technology you own to increase your efficiency and effectiveness. Kip will share simple, easy-to-master strategies you can implement immediately to reach upscale prospects and clients and enhance the services you deliver.



Robin Mills

Why Are You More Likely to be Sued Than Your Physician?

Financial advisors are now a better target than doctors for predatory lawyers. How can you identify your exposures and modify your operations to be better protected, better prepared and live with a greater peace of mind? If you're not managing your defense now, you may have major problems later!



Jim McCarty, CLU, RHU, LUTCF, RFC®

The Day Mañana Came

As a national sales trainer and educator for Ameriprise (American Express) and a Director of the LUTC, Jim has enlightened, amazed and entranced his audiences. From his personal and professional experiences he will help you communicate a strong sense of urgency to your clients.



Lew Nason, LUTCF, RFC®

Asking the Right Questions

Using proven questioning techniques gets your prospect or client emotionally involved and helps you secure 9 of 10 appointments. Adapting the right questions will also achieve a 9 out of 10 closing ratio for getting your clients to accept your planning and product recommendations.



Norman G. Levine, CLU, ChFC, CSA, RFC®

Leadership is Never an Accident

A great leader talks about how he used transferable principles of leadership to build two diversified financial service firms, in New York City and the other with 11 offices from Fairbanks to Southern California. Past national president of NAIFA, GAMA, LUTC and recipient of the John Newton Russell award, Norm has been both a TOT producer, a GAMA Master Agency builder and 10 time MDRT speaker. His Non-Interview technique and Joint Work philosophy are timeless strategies that will work effectively for you and your associates.



Featured Speakers



Peter Vessenes, RFC®

How Your Business Plan Defines Your Market

Your most desired and suitable clients should be defined by your Business Plan and your Vision. Learn from the co-author of *Building Your Million-Dollar Practice* why and how to restructure your marketing strategies, differentiate your practice effectively and attract many more class "A" prospects.



George Flack, FPNA, AFAIM, CFP®, RFC®

An Improved Client Service Model

Learn how to generate an increasing and recurring income from planning and asset management fees by expanding and segregating your operations. George has achieved impressive results by offering his clients a choice of three ongoing professional service models: standard, tailored and platinum.



James Lange, J.D., CPA, RFC®

Unique Beneficiary and Distribution Options

Techniques for maximizing retirement and estate values from the author of a new book entitled, *Retire Secure*. Learn to use the Lange's Cascading Beneficiary Plan™, an important planning concept that has been featured in the *Wall Street Journal*, *Kiplingers* and the *Journal of Retirement Planning*.



Hal Chorney

How Can You Stay Out of Prison?

Your clients entrust you with their private personal and family information as well as with all of their financial assets. When government agencies request this confidential material how do you respect the privacy rights of your clients — and avoid being imprisoned as Hal was?



Ed Morrow, CLU, ChFC, CEP, CFP®, RFC®

The Future of the Advisory Profession

The financial planning profession has undergone three phases — the giant plan; fee-based portfolio management; distributions planning. Ed will talk about the next phase: finally serving the mass of the market through smaller fee-based plans delivered within a more efficient consumer-oriented structure.

Rev. Dr. John Clements, Th.D., FCIID, FInstSMM, RFC®

Fruitful Prospects – Ripe for Picking

England's most renowned inspirational presenter and life coach will explore your "Appletunities." With his best-selling book *Fruitful Prospects* he excites and enlightens audiences worldwide with how to uncover the opportunities that already exist. John is a popular BBC-TV personality and in high demand as a speaker and as a Lifewise Coach. You will explore how to make your most desired alternate universe a reality. You will learn why financial advisors are "Excellence-Seekers" who only need a slight redirection now in order to achieve major business and personal results and enjoy a heightened "Sweet Taste of Success."



Forrest Wallace Cato, RFMA, CRR, RFC®

Presentation of the Cato Awards

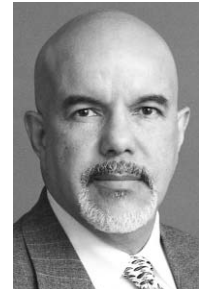
The legendary media advocate, popular financial writer, and early editor of *Financial Planning* magazine will present the Cato Award for Distinguished Financial Journalism to two recipients whose literary efforts are a major contribution to the financial services profession.



Burnett Marus, RFC®

Master of Ceremonies

As the IARFC board member with the greatest tenure of service, Barney is well positioned to introduce the Speakers and Forum events. He is teamed in this task with George Flack, who will help us put into perspective what we have just learned. You'll enjoy this dynamic duo!



Mehdi Fakharzadeh, RFC®

A Rich Life is a Life of Service

As an immigrant student from Iran, Mehdi had been acquiring degrees, but no income. Suddenly faced with a baby on the way and the loss of Sigrun's earnings, Mehdi faced real adversity! Starting on a MetLife debit on 47th Street in New York City, collecting dimes and nickels, he elevated his sights to become the all-time sales leader for MetLife. From "premium collector" he advanced to "problem solver" and from agent to financial advisor. For the man who started at the bottom, *Nothing is Impossible* in his lifetime of service.





Client Relationship Management

Mark J. Terrett, RFC®

To maintain frequent professional contact with your clients and prospects takes a system that can be easily administered. Learn how CRM will turn prospects into clients and clients into raving fans.



Long Term Care Choices

Wilma G. Anderson, RIA, RFC®

What is the best way to cover your client's need for Long Term Care, based on age, income, health history, employment, financial assets, existing employee benefits, annuities and insurance? Presented by the LTC Coach.



Financial Plan — Design & Delivery

David M. Stitt, CLU, ChFC, CFP®, CEP, RFC®

Learn how to use your Sample Financial Plan to close fee-based engagements by offering a formal satisfaction guarantee — and by delivering a truly superior comprehensive plan for implementation.



Legacy-Based Marketing Opportunities

Brian S. Nelson, CLU, MBA, RFC®

Your best high net worth prospects are strongly motivated to passing on their legacy of values in addition to their wealth. Learn how to meet and serve these people — and acquire new up-scale client relationships.



Clergy Planning & Marketing (RCA)

John E. Harris, CFP®, CSA, RFC®, RCA®

The clergy need special counsel for which you need unique planning tools. The new Registered Clergy Advisor program will escort you to these persons, and then to the leaders of their institutions.



Powerful Tie-Downs & Closing Techniques

Bill J. Nelson, LUTCF, CEP, RFC®

The Master of Closing will demonstrate how he and his associates have shifted millions of client dollars by emphasizing the clients' need for a unique distribution-based financial advisory approach.



**Dunton Award
Prestigious Recipients**



Jeffrey Chiew
2005



Ed Morrow
2005



Liang Tien Lung
2004



Vernon Gwynne
2004



Alex Armstrong
2003



John Keeble
2002



Donald Haas
2001



Ben Baldwin
2000

Forum Attendee Demographics

Employment Affiliation

Financial Advisory Firm	57%
Life Insurance Agency	18%
Multi-line Insurance Agency	6%
Broker/Dealer	9%
Producer Group	5%
Bank or Credit Union	4%
Charitable Organization	1%

Professional Designations

6 or more designations	3%
5 designations	18%
4 designations	26%
3 designations	23%
2 designations	18%
1 designation	12%
Special Study Course	28%

Organizational Memberships

FPA	26%
NAIFA	21%
SFSP	19%
MDRT	15%
AICPA	8%
Bar Association	3%
NICEP	7%
NAPFA	1%

Industry Service

Current Instructor	3%
Prior Instructor	31%
Regular Article Writer	6%
Book Author	7%
Radio/TV, current	2%
Radio/TV, prior	8%
Association President	19%
Association Officer	82%

Investment Advisor Status

Independent RIA	16%
RIA Affiliate	51%
No RIA capability	15%
Not Applicable	14%
Trustee Status	4%

Licenses Held

Life Insurance	94%
Health Insurance	88%
Securities	93%
Mortgage Broker	16%
Real Estate Broker	4%

Primary Income Source

Fees and Commissions	62%
Commissions Only	17%
Salary and Commissions	7%
Salary and Bonus	5%
Salary Only	3%
Fees Only (to firm)	4%
Undisclosed	2%

Educational Achievements

PhD, DBA	4%
JD	3%
LLM	2%
MBA	7%
MSF/MSFS	8%
BS/BA	88%
AB	8%



Manchester Inn and Conference Center, Middletown Ohio ♦ May 11 - 13, 2006

◆ **Registrant Information** (please only one attendee per form)

Name _____

First Name on Badge _____

Title _____

Designations _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

◆ **Method of Payment**

Check (Please make payable to: IARFC)

MasterCard Visa Amex Discover

Card Number _____

Exp. Date _____

Account Address (if different from above) _____

Signature _____

Date _____

◆ **Registrant Investment**

	Non-Member	IARFC Member
<input type="checkbox"/> Very Early Bird, Before 12/31/05	\$345	\$295
<input type="checkbox"/> Early Bird, Before 2/28/06	\$395	\$345
<input type="checkbox"/> Regular Rate, after 3/1/2006	\$495	\$445
<input type="checkbox"/> Spouse/Companion Rate	\$125	\$125
<input type="checkbox"/> Financial Planning Student Rate	\$ 95	\$ 95
<input type="checkbox"/> Golf Outing, Wednesday afternoon	\$ 40	\$ 40
<input type="checkbox"/> Air Force Museum - no charge		
<input type="checkbox"/> SunWatch Indian Village and Dayton Art Institute, Princess Diana Exhibit	\$ 30	\$ 30

◆ **Save on your tuition with "Sign-Up-A-Colleague"**

Receive a \$50 discount for one nominee who signs up for the Financial Advisors Forum. I hereby nominate:

Name _____

Phone _____

How to Register Now!

- Fax:** 513 424 5752
- E-mail:** Director@IARFC.org
- Call:** 800 532 9060
- Mail:** P.O. Box 42506
Middletown, OH 45042-0506
- Website:** www.IARFC.org

◆ **Hotel Accommodations**

Receive special room rates by calling the Manchester and using our group code: **IARF**

Manchester Inn - 800 523 9126

Reserve your room for only \$64 or \$74 per night. You may extend your stay to enjoy the same low rate for additional days. *No online reservations are available for this event.*

◆ **Additional Conference Information**

Registration Location: Second floor at the Manchester Inn and Conference Center.

Continuing Education Credits: Each state has different insurance and securities CE regulations. This event has not been pre-registered for CE. Varying credits will be available for IARFC, CFP, PACE, and state credits, depending on sessions attended.

Recommended Attire: Business casual is appropriate. For your comfort, we encourage long sleeves or a light sweater as inside temperatures can occasionally fluctuate. No jeans, tennis shoes or T-shirts please. A jacket is optional, but recommended, for the Dunton Award Dinner held on Friday evening.

Cancellation: A refund (less 20% administration fee) will be made if notice of cancellation is received in writing three weeks before the event. We regret that no refunds can be given after this period. A substitute delegate is always welcome at no extra charge.

Disclaimer: The program may change due to unforeseen circumstances, and IARFC reserves the right to alter the venue and/or speakers. IARFC accepts no responsibility for any loss or damage to property belonging to, nor for any personal injury incurred by attendees at our conferences, within the conference venue.

Fax Registration to: 513 424 5752



phone
800 532 9060



fax
513 424 5752



email
Director@IARFC.org



web
www.IARFC.org

RFC Graduation Ceremony in Manila



The third graduating ceremony from the fifth and sixth classes of Registered Financial Consultants in the Philippines is pictured above. In the center, with gold edges on their gowns are IARFC Chairman Ed Morrow, RFC®, the Philippines Chairman, Ralph Liew, RFC® and the IARFC Philippines Director, Ben Salvador, RFC®. Those graduating with distinction, based on the quality of their financial plan submitted, were presented with an additional certificate and book, *Financial Planning for Filipinos*. The seventh class is scheduled to graduate in January.

the Register

International Association of Registered Financial Consultants
Financial Planning Building - 2507 North Verity Parkway
P.O. Box 42506 - Middletown, Ohio 45042

Return Service Requested



Financial professionals helping people do a better job of spending, saving, investing, insuring & planning