f2f To Fee or Not to Fee
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Fee Model Solutions – Transition Workshop

September 25 to 27, 2010 ◆ The Rimrock Resort Hotel ◆ Banff, AB

Register Today!
Register by August 25th and receive
$120 off the regular workshop rate.
www.tofeeornottofee.com

Fee Model Solutions
Transition Workshop!

Dear colleague,

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

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

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

Over three days this course explains:

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

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

I look forward to seeing you there,

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

Register online www.tofeeornottofee.com/workshop.html

Program

CHAPTER 1: INTRODUCTION

- Objectives
- Commission Model
- Fee Model
- Fee vs. Commission Fairy Tale
- Why Do You Want To Switch?
- Advantages of the Fee Model
- Consumer Trends
- Disadvantages of the Fee Model
- Obstacles to Overcome

CHAPTER 2: SERVICES

- Changing from a Product Seller to an Advice Seller
- Creating a Unique Service Offering
- Understanding your Value
- Offering a Full Suite of Services
- Your Bundled Wealth Management Service
- The Advice Delivery Process
- Adding Specialty Services
- Tiered Services
- Determine Clear Fee Paying Target Market
- Case Study

CHAPTER 3: PRACTICE MANAGEMENT

- Client Relationship Management
- Procedure Manual
- Service Standards
- Client Loyalty Process
- Deductibility of Fees
- Letter of Engagement

CHAPTER 4: FEES

- Hourly Fee
- Flat Fee
- Fee-Based
- Other Fee Methods
- What Method to Use?
- Using a Mix
- Fee Collection Methods
- Platform Choice
- Fee Administration
- Case Study

CHAPTER 5: BUSINESS PLANNING

- Creating an Optimal Service Model
- Practice Analysis
- Client Profitabilty Exercize
- Setting Fees and Minimums
- Identifying your Service Profit Centres
- Preparing Your Business Like it was For Sale

CHAPTER 6: MAKING THE TRANSITION

- Is Timing Anything?
- Develop a Written Transition Plan
- Be Prepared for the Decrease in Income
- Strategies to Introduce Fees to Current Clients
- The Client Presentation
- Overcoming Objections
- Tracking Your Progress
- Post Conversion Reporting
- Introducing Fees to Prospective Clients

Class times are from 1:00 PM to 5:00 PM on the 25^{th} and 9:00 AM to 5:00 PM on the 26 and 27^{th}.

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

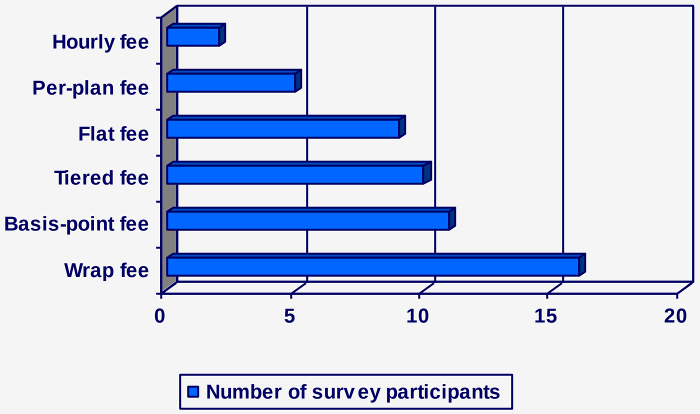
In just two and a half days we will guide you through the “ins and outs” of charging fees. This informative and practical workshop will give you the opportunity to interact personally with a practicing fee financial advisor and guest lecturers who have been charging fees for over a decade. We’ll share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

www.tofeeornottofee.com/workshop.html

Research Highlights

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

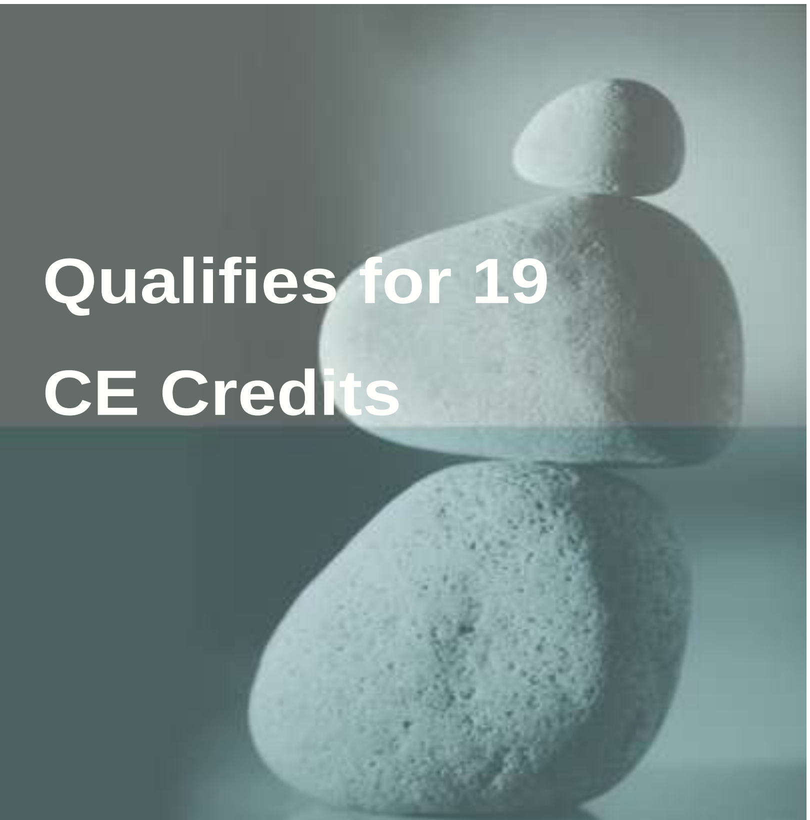
The Fee Method Trend in Canada



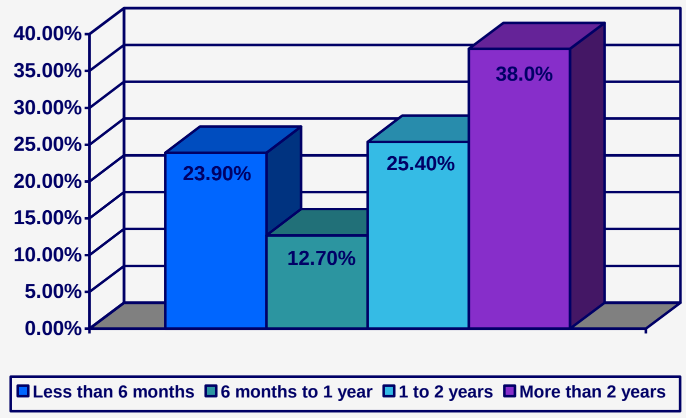
The fee trend appears to be moving strongly toward wrap fees, basis-point fees, and tiered fees.

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

PricewaterhouseCoopers



Time to Get 75% of Assets Fee-based

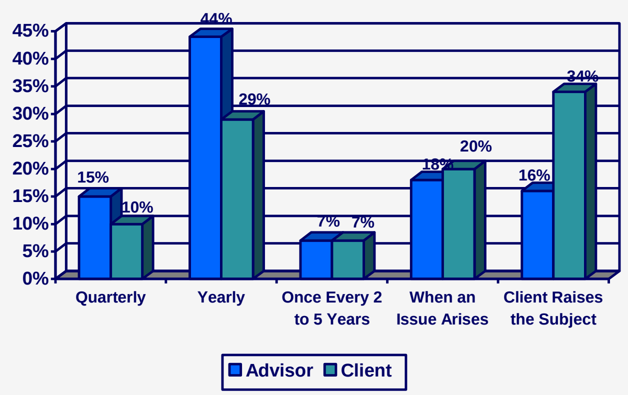


By the time the fee-based business represents 40% of an advisor’s total assets, the benefits of fee-based pricing begin to emerge and swiftly pull the advisor, rapidly accelerating the transition to a fee-based business. While it may take up to three years for advisors to get there, it will take them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

Cerruli Associates

Advisor vs. Client Perception

COMMUNICATION ABOUT FEES



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

State Street / Knowledge@Wharton

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TO REGISTER

www.tofeeornottofee.com

545 Tweedsmuir Ave
Ottawa, Ontario
K1Z 5P1

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

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

INFORMATION

marc@tofeeornottofee.com

613-596-3353 Ext. 108

or 800-304-7180

VENUE

Hawthorn B Room
The Rimrock Resort Hotel
300 Mountain Ave
Banff, AB, T1L 1J2
Tel. 403-762-1862
or 888-746-7625

TUITION FEE

The tuition fee includes attendance at the three day workshop, course materials, parking, and coffee breaks.

GUARANTEE

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

CANCELLATION

Full tuition refunds (less a $25 admin charge).

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Name

Firm or member organization

Address

City Province Postal Code

Email (a confirmation will be sent via email)

Regular Pricing (includes HST #89662 9614 RT0001)

❑ $762.75 on or before August 25, 2010

❑ $898.35 on or before September 25, 2010

IAFP Symposium Attendee Pricing (includes HST)

❑ $559.35 on or before August 25, 2010

❑ $694.95 on or before September 25, 2010

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