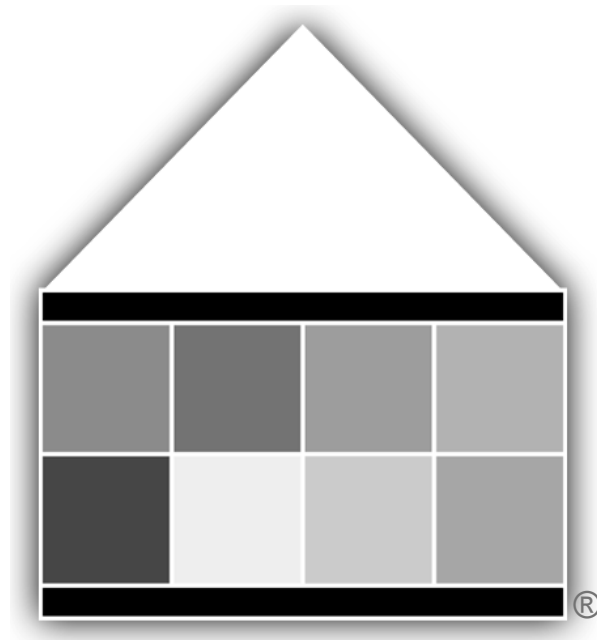


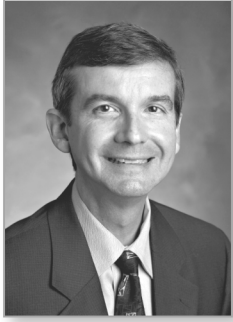


# Your Financial House<sup>®</sup> Training Program

*Rising Above your Competition  
by  
Transforming Financial Planning  
into the Ultimate Client Experience*



®



**GREG  
POWELL**

## **Greg Powell**

Thought Leader • Educator • Visionary

One of the nation's top financial advisors and a thought leader in the industry, Greg Powell has more than 25 years in the financial services field and as a mentor-advisor to other professionals. At the pinnacle of success with Morgan Stanley, he departed to build his own financial services practice and to create and deploy Your Financial House®, a revolutionary system for wealth management.

Considered "the solution" to serving the financial planning and security needs of today's investors, Your Financial House is a unique process, which takes advisors to new levels of success with customer acquisition, satisfaction and retention. The patent pending process allows the advisor to rise above the competition by offering the ultimate client experience.

Powell provides training, coaching and consulting to the financial services industry as founder of fiSMART, an educational company that licenses the Your Financial House system. Through fiSMART, his services range from national speaking engagements to meeting with and advising senior management of the financial services industry to working directly with advisors.

A strong believer that those advising the financial services industry need not only to understand the trends but to experience the trends on a day-to-day basis, Powell is president and CEO of Fi-Plan Partners. In this capacity, he manages a successful independent financial planning and wealth management practice and works directly with clients with assets of \$1–\$10 million. Fi-Plan Partners offers securities through Linsco Private Ledger, member NASD/SIPC.

In 2002, Powell was one of five investment professionals Research Magazine inducted into its "Advisors Hall of Fame," an honor reserved for those who are, according to the editors, "judged by their clients, their colleagues, and by industry notables as representing the very best the industry has to offer."

Powell is also a member of the Investment Management Consultants Association (IMCA), CIMA Professional, and attended the Senior Financial Advisors program at the University of Pennsylvania's Wharton School.

Along with these professional accomplishments, Powell is chairman of Samford University School of Business Advisory Board, president-elect of the Alumni Association and active member of the Athletic Foundation. He's also on the scholarship committee and advisory board with Camp Smile-a-Mile, an organization that provides no-cost events for children undergoing cancer treatment and their families, on the school board for his local Catholic church, vice-chairman of the Board of Special Equestrians, and on the corporate board of directors of Savela Solutions. Powell and his wife, Peggy, live in Hoover, AL with their three children, Sara, Audrey, and Lydia.

He's fond of noting that his daughters have been some of his best teachers about the financial profession. Each of them has already given him a profound piece of wisdom or insight into how to make his services and strategies more accessible and more useful. "If I can discuss it with my children, and see their faces light up with excitement and understanding," he says, "then I know I'm ready to share it with the rest of the world."

To learn from a visionary with sound information, comprehensive experience and industry-wide success, contact Greg Powell today at [gpowell@fismart.com](mailto:gpowell@fismart.com).

# INTRODUCTION

Your Financial House is a patent pending financial planning system, created to aid financial professionals in boosting business revenues, enhancing customer loyalty, building customer lifetime value and securing the peace of mind that comes with a balanced and fulfilling work-life experience.

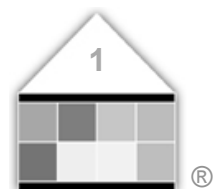
The complete system is an immersive and integrative process that involves personal assessment, one-on-one interviews, teleconferencing, in-depth training, and on-going coaching and support.

The Your Financial House system is a proven methodology that has consistently found success with every advisor that has implemented the programs and processes.

The following plan outlines your steps to success.

*NOTE: The calendar dates for on-site training are fixed. Pre-training Diagnostics and Advisor preparation and Post-training activities are flexible within a range of days and months.*

*It is not the strongest species that survives nor the most intelligent, but the one that proves itself responsive to change.  
---Charles Darwin*





# PROGRAM OVERVIEW & CALENDAR

## PHASE ONE

### Three-Phase Process for Successful Training and Integration

*Phase One: Pre-training Diagnostics, Client and Advisor preparation  
This Phase begins no less than 30 days prior to on-sight training.*

*Phase Two: Three-day immersive on-sight training program*

*Phase Three: Post Training Assimilation, coaching and accountability  
Three months following the on-sight training*

#### **Phase One: Pre-training Diagnostics and Advisor preparation**

Prior to training, fiSMART requires each new licensee to complete a fiSMART- Financial Professional Communication Assessment powered by Persogenics, a discovery questionnaire and pre-training one-on-one interview. It's essential that we know as much about the new licensee as possible. This discovery process is enlightening for both the new licensee and fiSMART, providing critical insight in the following key areas:

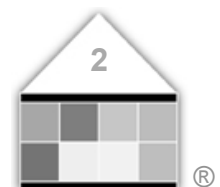
- ✓ Present performance history
- ✓ Accountability and performance requirements in the advisors present work environment
- ✓ Decision making and inquiry capacity
- ✓ Sales and communication acumen
- ✓ Revenue generating methodologies
- ✓ Available support and growth capacity
- ✓ Accessible and in-use technology tools
- ✓ Physical and mental obstacle to success

This Phase of training is conducted remotely via facsimile, on-line assessment tools, telephone and teleconferencing.

***NOTE: With enterprise or organizational bulk licensing trainings, in addition to the pre-training process above, fiSMART conducts additional interviews with key executives and direct management, to define objectives and measurement methods of results.***

*Many of life's failures are people who did not realize how close they were to success when they gave up.*

*----Anonymous*



# PROGRAM OVERVIEW

## PHASE TWO



### ***Phase Two: Three-day immersive training program***

FiSMART's three-day training program is delivered at fiSMART's home base of operations in Birmingham, Alabama, or at designated client locations, depending on the numbers in attendance.

The training is delivered by Greg Powell and his fiSMART team of experienced financial professionals. **Unlike many training and development programs, all of fiSMART's trainers are practicing advisors and support personnel who have hands on day-to-day experience working with customers.** Behind every system and practice is the experience on-going proven success. New licensees leave the three-day training with real life insights into the transformational systems and processes that will dramatically positively transform their practice.

In Birmingham, new licensees receive a tour of Fi-Plan Partners, fiSMART's Birmingham flagship licensee location, where they enjoy a hands-on experience of the patent pending Your Financial House process in action.

In addition to the extensive training, each licensee receives a comprehensive step-by-step manual, including fillable forms, consumer discovery questionnaires, presentation guides, consumer presentation materials, demonstration CDs and DVDs. Everything the licensee needs to succeed is in their hands upon completion of the three-day training.

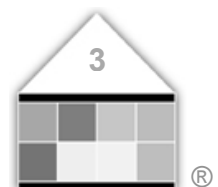
#### **Example of a Three-day Training Schedule in Birmingham, AL**

<b>Schedule:</b>	<b>Wednesday</b>	<b>6 PM Cocktail Reception</b>
	<b>Thursday</b>	<b>8:30 AM – 5:30 PM / Lunch Included</b>
	<b>Friday</b>	<b>8:30 AM – 5:30 PM / Lunch Included</b>
	<b>Saturday</b>	<b>8:30 AM – 1PM</b>

**Location:** **Ross Bridge Resort, Birmingham, Alabama**  
<http://www.rossbridgeresort.com>

*NOTE: Refreshments and a lunch will be served throughout the training day. Travel, Lodging and additional meals are the responsibility of the attendees.*

*Even if you're on the right track, you'll get run over if you just sit there  
---Will Rogers*





**The following is an outline of the three-day on-site training**

- ✓ The Future of Financial Planning
  - Definition of a Financial Advisor
  - Setting Goals
  - The Client Experience
  - Creating Extraordinary service
  - Lifetime Value of your Customers
  - Defining the Unique Attributes of a Your Financial House Team
  - Building the right team
  
- ✓ Building a Your Financial House business
  - Setting Appointment
  - Meet the Builder and Client Interviews
  - The ASK™ process
  - Tour the Rooms of the House
  - Declaration of Financial Independence™
  - Fees
  - Punchlist™
  - Appointment Checklists and follow-ups
  - Client meetings
  - The role of the Architect in the client meetings
  - The Architectural Draft
  - Development of the Financial Plan, **including integration with licensees financial planning software**
  - Partners Meetings
  - Proposal Preparation
  - Comprehensive Plan Packaging
  - Presentation of the Financial Blueprint
  - Continuous contact with clients
  - Integration of Client Relationship Software
  - Annual review with Client

*The key to success is not in the statements you make  
but the questions you ask.  
----Greg Powell*

# PROGRAM OVERVIEW

## PHASE TWO



### Three-day on-site training, continued

- ✓ Systems and Operations
  - Meetings and Software
  - Software Integration
  - Reports
  - Daily Operations
  - Vendor Relations
  - Monitoring Systems
  - Client relations Support
  - Compliance
  
- ✓ Establishing Brand Identity
  - O<sup>3</sup> (O to the Third Power™)
  - Community Involvement
  - Developing Partners
  - Events and Public Relations
  
- ✓ Letters and Forms
  - Appointment Forms and Checklists
  - ASK™
  - Declaration of Financial Independence™
  - Punchlist™
  - Architectural Draft
  - Architectural Draft Summary
  - Account Proposal Checklist
  - Inspection Checklist
  - Seminar Preparation Checklist
  - Client Letters
  - Financial Blueprint™

*Opportunity rarely knocks on your door. Knock rather on  
opportunity's door if you ardently wish to enter.  
---B. C. Forbes*



### ***PhaseThree: Post Training Assimilation, coaching and accountability***

*This Phase of training is conducted remotely via facsimile, on-line assessment tools, telephone and teleconferencing within the three directly following the Training. On-line support, email Q&A, newsletters, updates and monthly tracking are ongoing throughout the life of the licensee.*

Few, if any, training programs, new systems or methodologies guide participants to achieve their full potential without ongoing support, corporate acceptance and professional and personal assimilation.

fiSMART demonstrates our commitment to the success of our licensees and their associates and team members through on going coaching, tracking systems, support materials, conference calls, web and tele-seminars, masterminds, trend research and development and industry updates.

Each licensee receives as part of their initial training package the following products and services

- ✓ Three months of one-on-one coaching by an experienced fiSMART financial professional, for a total of six coaching calls
- ✓ Weekly emails and activity tracking reports
- ✓ One team conference call to introduce the Your Financial House system to the licensees team mates and/or associates
- ✓ Unlimited email questions and answers
- ✓ Support materials and productivity assessment forms
- ✓ Updated client forms and software support
- ✓ Access to fiSMART's online support systems
- ✓ Access to personalized and custom printed YFH materials

*Whether you think you can or you can't, you're right!*  
---- Henry Ford

# ADDITIONAL YOUR FINANCIAL HOUSE CUSTOMIZED SERVICES

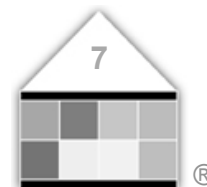


**In addition to the three Phases of the Your Financial House Training system, fiSMART has created the following customized service options to support teams, growing firms and large enterprise services.**

- ✓ fiSMART Financial Professional Communications Assessment and Financial Client Communications Assessment, powered by Persogenics, including analysis by a certified fiSMART personality assessment expert
- ✓ On-site visits to meet with associates, team members and strategic partners
- ✓ Personal coaching to maximize human resources
- ✓ Compensation and incentive evaluation and strategic planning
- ✓ Web site development from basics to turn-key solutions providing the most comprehensive, database, ecommerce, CRM, web marketing and content management tools.
- ✓ Software integration evaluation, coaching and support
- ✓ Customized forms and printing to support YFH systems and services

**\*\*Please contact a fiSMART service professional for pricing.**

*A life isn't significant except for its impact on other lives  
---Jackie Robinson*





**fiSMART**<sup>®</sup>

## About fiSMART

fiSMART is an educational company that provides training, coaching and consulting for the financial services industry, introducing systems and services designed to bring all aspects of financial planning under one roof, thus helping financial advisors improve their service while lessening clients' anxiety.

fiSMART specializes in:

- Educating and consulting with financial professionals
- Delivering programs for financial institutions, including banks, money management and investment firms, insurance and independent financial advisors
- Speaking at corporate-sponsored events that give executives and employees greater understanding and appreciation of their personal finances

fiSMART's mission is to "teach success financially," which is done through licensing, workshops, seminars, one-on-one coaching, and institutional consulting. The firm consistently creates products designed to help members of the financial services industry better serve their clients and realize greater personal success at the same time.

Financial institution leaders and other financial planners can contact fiSMART through our website [www.fismart.com](http://www.fismart.com) for current seminar schedule or to register for upcoming programs or you may call 205-989-7871 (Birmingham, AL) or toll free 888-989-7871.

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