

LESLEY DAY BUILDS FINANCIAL PLANS THAT RESONATE WITH CLIENTS

For many financial advisors (and wealth holders), planning is a largely numbers exercise. They identify financial goals, collect data, assess the client's financial circumstances, and make recommendations. It seems to make sense on the surface, and while data-driven plans can be meaningful to advisors, they're not always meaningful to clients as we'd hope. For many clients, data based plans are like listening to fusion jazz on the radio. They know it's complicated and that the players are talented, but they often find it hard to follow, hard to appreciate and can only listen to it for a short time. It just doesn't connect with them.

A financial plan will have significance to a client when it is rooted in the client's values. Legacy's Values Card System™ is a vital tool that helps advisors clarify their clients' values and, in the process, build lasting client relationships.

"The quantitative planning is the easy part. But finding out what's really important to clients is the key that let's me help them take a step forward... Legacy's Values Cards are the tool that creates the space where relationships are really built."

*-- Lesley Day, CFP®, CLU®, RICP®
Wealth Management Advisor
Northwestern Mutual
Raleigh-Durham, NC*



THE CHALLENGE

Everyone has values. Your values reflect what is important to you. Your clients' values reflect what is important to them. When you understand your clients' values, and know what motivates them, you can deliver plans that resonate, as does Wealth Management Advisor Lesley Day, CFP®, CLU®, RICP®.

Last year, one of Lesley's peers asked her to review a financial plan that had been developed for a high net worth couple. From a data perspective, the plan was comprehensive and had no glaring weaknesses. From a values perspective, it was unclear whether the plan reflected what was important to the couple.

Lesley decided to find out.

THE SOLUTION

During the first meeting, Lesley coached the couple through the Legacy Values Card System. After one hour, she had a better understanding of the couple's mindset and motivations, and the couple had clarified what was really important to them.

As they left, they told Lesley, "This was the best planning meeting ever!" Why is that? Did the data change? No. Did the quantitative elements shift? No. What shifted was the connection with the clients and the alignment of the plan.

With a clear understanding of the couple's values, Lesley reviewed the plan again and realized there were two aspects that did not align well with the couple's values. At the next meeting, Lesley explained the couple's current plan was sound and no changes were needed from a numbers perspective; however, there were changes that would better align the plan with their values.

The couple made the changes and enthusiastically agreed to continuing the engagement.

If you ask a client to tell you about their values, you may get a surface answer, or no answer at all. People just don't know where to begin. The Legacy Values Cards System™ solves that problem and get clients engaged in meaningful conversations about values.



THE RESULTS

After more than two decades in financial services, Lesley transitioned to fee-based planning. She engaged Legacy in 2016, enrolling in their IGNITE and LAUNCH Courses. The programs reignited her passion for the business. Since then, Lesley and her team have:

- Grown fee-based revenue from zero to \$120,000 annually,
- On target for best year ever
- Increase premium per life with greater ease,
- Increased assets under management annually,
- Established deep and rewarding client relationships,
- Gathered ample referrals, and
- Gained wealthier clients.

Lesley's achievements are all the more remarkable because she accomplished them while spending more time mentoring, coaching, and recruiting.

LEARN MORE ABOUT LEGACY

Legacy helps advisors build meaningful client relationships and drive results for their business. If you would like to learn more about how Legacy helps financial advisors attract wealthier clients, build rewarding relationships, and improve practice productivity, get in touch. You can visit our website at www.think-legacy.com, give us a call at 1-888-649-4591 or send an e-mail to todd@think-legacy.com