

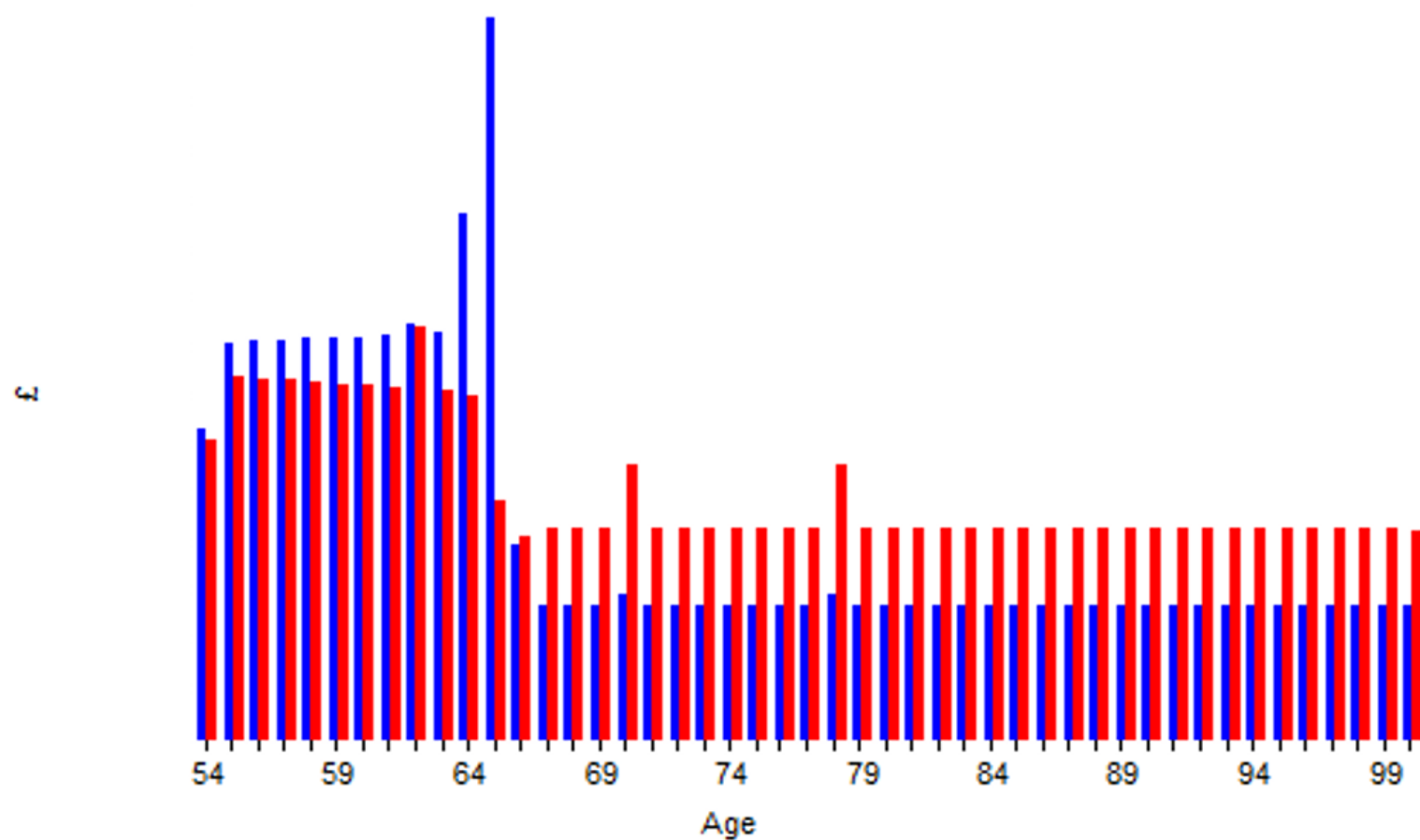


BeyondRDR
Forward thinking for advisory firms

The **evolution** of financial planning

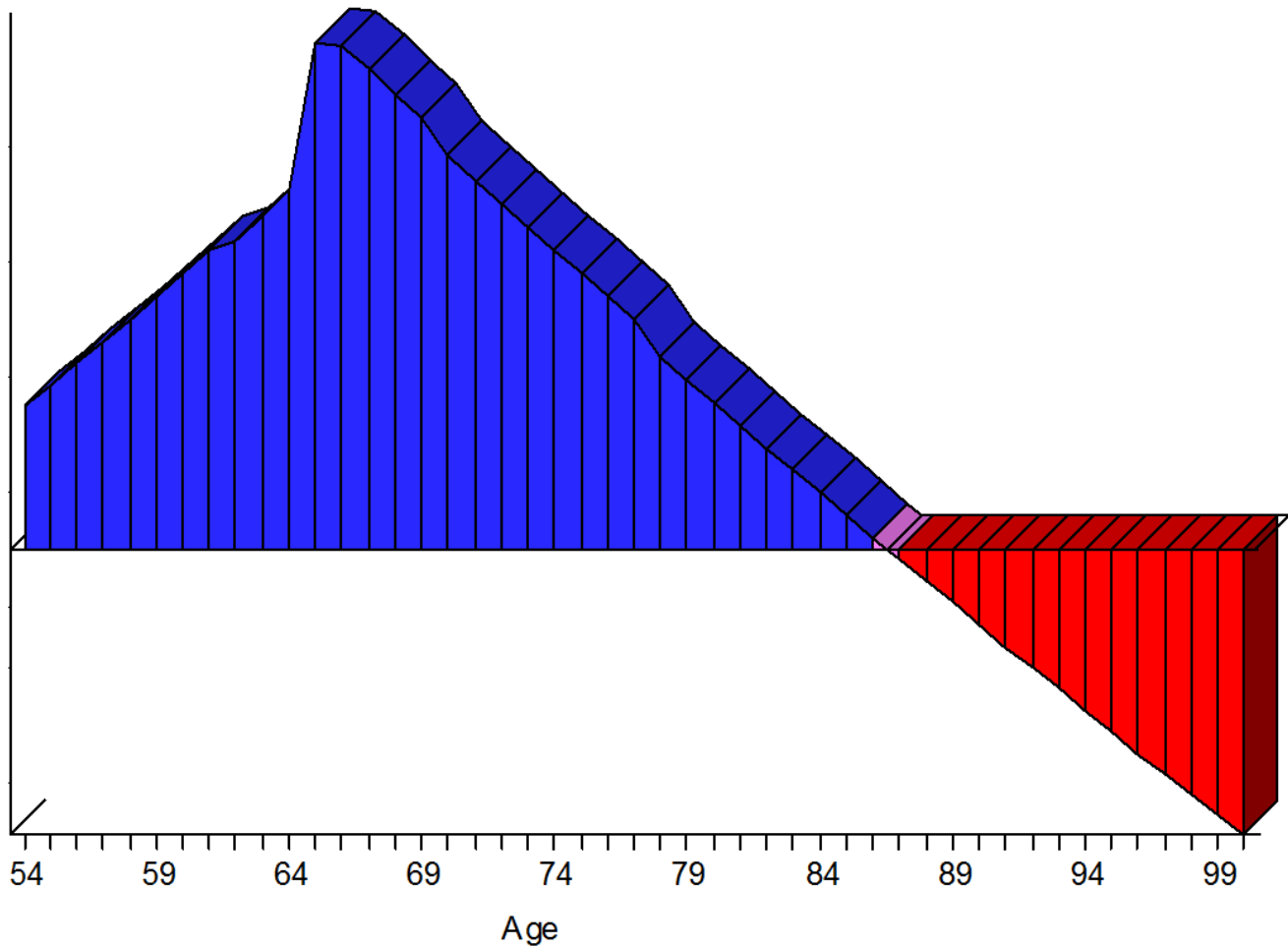


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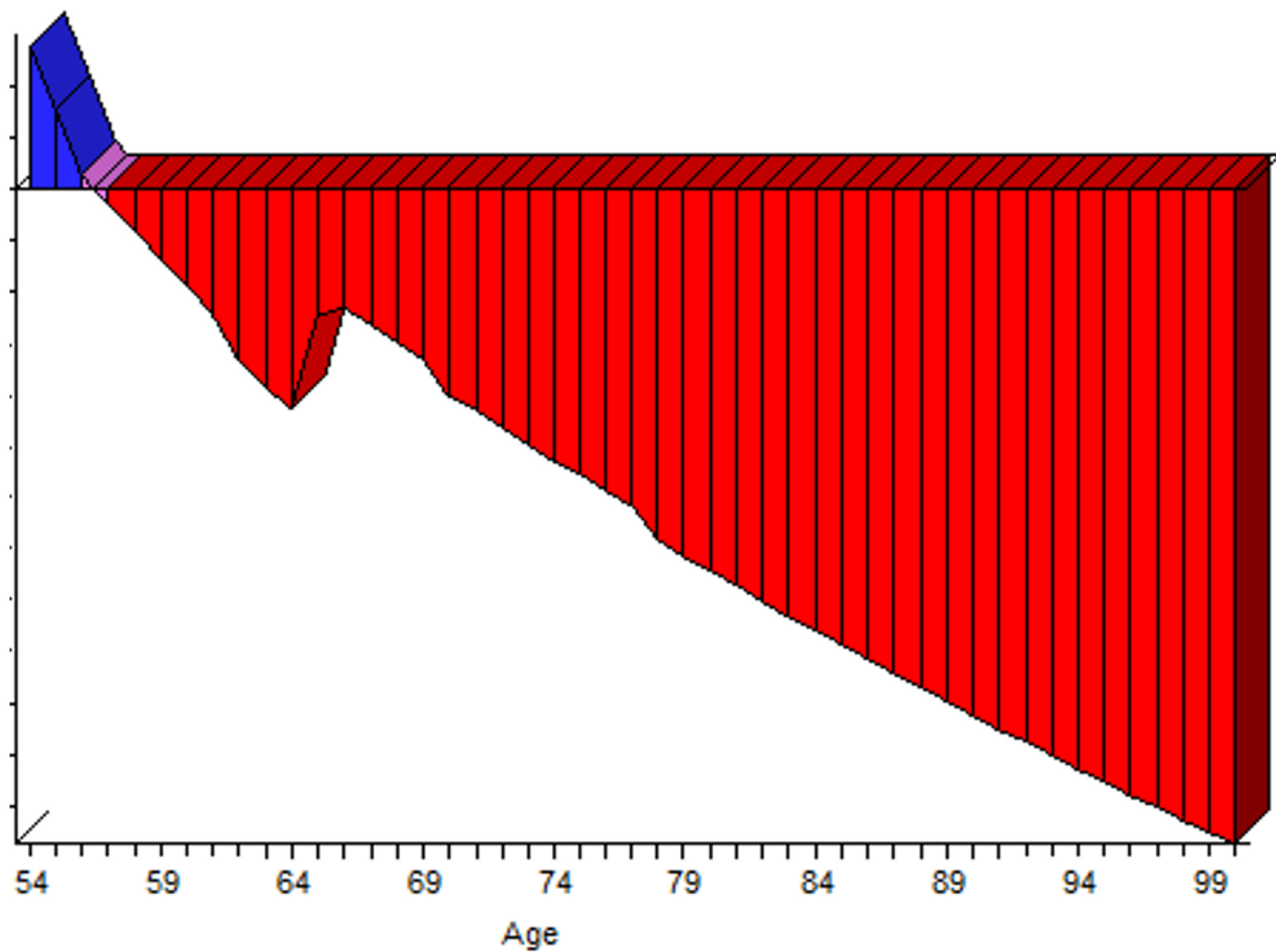


 Cash Inflows  Cash Outflows

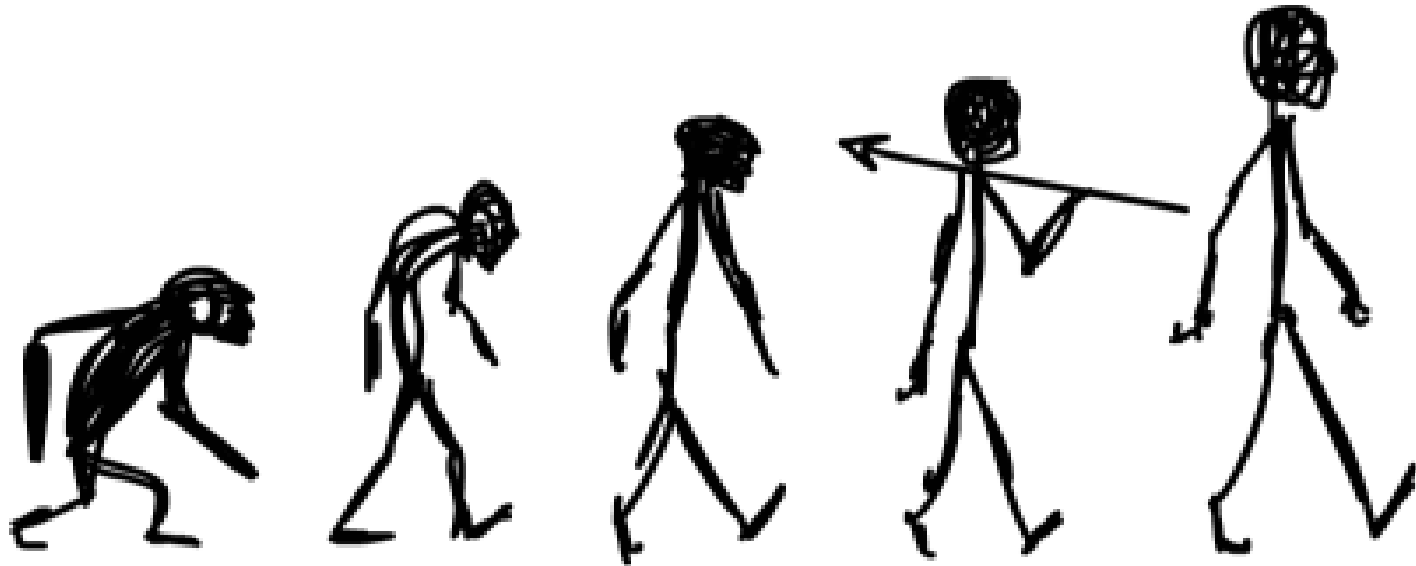
Today's Pounds



Today's Pounds



The **evolution** of financial planning



INDUSTRY: “economic activity concerned with the processing of raw materials and manufacture of goods in factories”



PROFESSION: “a paid occupation, especially one that involves prolonged training and a formal qualification”



Stage 1: Broker



(sellus maximus)

Model: *Eat what you kill*

Product: *other firms' products*

Advice: *Given away for free*

Reward: *Initial commissions*

Problem: *Zero business value*

Stage 2: Investment adviser



(talkus bollockus)

Model: *Gathering assets*

Product: *other firms' investments*

Advice: *Asset allocation, fund selection and investment performance*

Reward: *AUM (recurring)*

Problem: *commoditised, crowded market and price pressure threat from 'Robo'*

ADVICE FROM AN
ALGORITHM



REAL LIFE



BEHAVIOR GAP

Stage 3: Financial planner



(technicus cleverus)

Model: *6 step process*

Product: *a financial plan*

Advice: *Technical 'holistic' financial planning*

Reward: *% AUM (recurring) maybe some fees*

Problem: *takes too long, expensive to deliver and disengaging for clients. Still requires products or investments to pay for it*

Stage 4: Lifestyle financial planner



(collaborationus relationus)

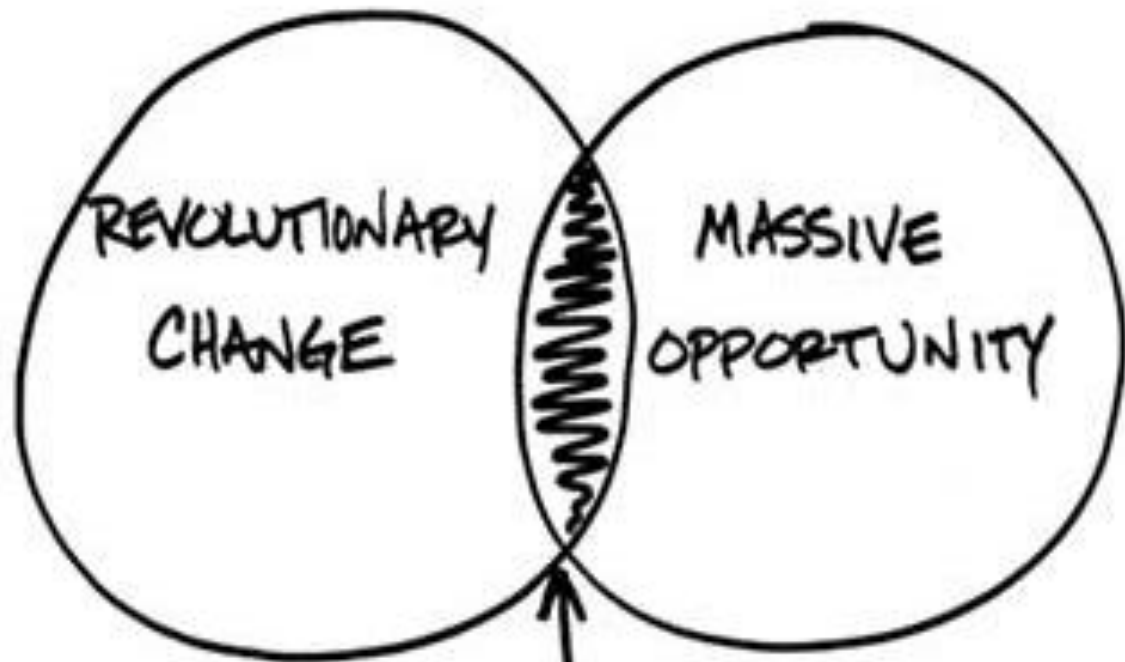
Model: *Advice and intermediation separated*

Product: *life planning/coaching*

Advice: *How to get the life you want without running out of money*

Reward: *% AUM (recurring) or retainer fees*

Problem: *requires 180 degree thinking, re-training and fundamentally different conversations.*



THE ADVICE ~~INDUSTRY~~
RIGHT NOW!

profession