

## Administrative Assistant

### First Contact: Prospect Activities

- Enter contact information in CRM (name, address, home phone, business phone, referral source, etc.); enter status as Prospect; send brochure (advisor customized letter) and, *if applicable*, info request/datasheet
- Create follow-up activity for Advisor to contact/schedule meeting
- Send thank you to referral source (log activity on both prospect/client AND referring party's activities, *if applicable*)

### Planning Engagement Activities:

- *If applicable*, send bill for planning fees along with Advisory Agreement and schedule follow-up activity to confirm receipt of payment

### New Client Activities (Investment Management):

- Write welcome letter, send to advisor to customize, mail to client along with copies of new account paperwork
- Discuss with Advisor sending binder with IPS, Standards of Engagement, Brochure, Investment Philosophy
- Scan paper file (including any correspondence from prospect file)
- *If applicable*, create CRM contact for CPA/LTC and write letter of introduction
- Calendar follow-up call for advisor

### Administrative CRM Procedures

- Change status to "client"
- Complete **Personal Tab** – Call interval (enter 90, 120, or 180 days), birth date, Social Security number, income, tax bracket, net worth, occupation, gender, email (if known)
- Fill in salutation box with preferred name(s) (i.e.: Robert & Louise, or Bob & Lou) [use **&**]
- Check boxes for client type (A, B, or C)
- Complete **Family Tab** – Spouse's and/or dependent info
- Complete **Custom Tab** – Enter referral information *if applicable* (if referred by a current client or tax advisor, etc. go to the referring party's Custom tab and enter the new client's name in the "Research Topics" box)
- Complete the "Client since" boxes with month and year of the date the client signed forms

- Fill in review month box on the Custom tab of the contact page (the approximate month to be entered is the month after the money is first deposited into the account)
- Consult review list to decide appropriate review month
- Fill in Last Contact Date box (the date is the 15th of the review month of the current year)
- Complete with “Advisor Review,” “Phone Review,” “Mail Review,” or “No Review”

### **New Account Set-up Activities:**

- Assign activity to FPS to open account (be very specific about all the details of the new account— amount and frequency of distributions, whether taxes are to be withheld, how the money will be sent, unusual transfers, transfers in kind, Family name)
- Note “Track” on Details tab of the assigned activity in the Detailed Descriptions box
- If client is transferring from one Fidelity account to another Fidelity account, instruct FPS to carry over history from old account
- Give cost basis information to FPS (cost basis applies to in-kind transfers of taxable accounts)
- Verify systematic distribution amounts and frequency are correctly entered on the Custom 1 Tab of portfolio page (*if applicable*, enter withholding %)
- If client has RMD, systematic distributions, ACH, or wire info, check appropriate boxes on the Attributes Tab of portfolio page
- Schedule an activity for the advisor to call the client after the client receives first statement from Fidelity (usually by the end of the first full week of the month following when the money is first received in the account)
- Hook CPA/LTC to portfolio level (of taxable account whenever possible)
- Schedule Review month for CPA/LTC which is one month after client’s review month)
- Fill out new account information form, obtain client signature, then forward to OSJ manager for sign off and submit to brokerage operations (BD home office)
- Fill out brokerage trading authorization form, obtain client signature, then forward to OSJ manager for sign off and fax to brokerage operations (must be approved before any trading can take place)
- Wait for faxed approval back from brokerage operations
- Provide prospectus to new client and send and file prospectus receipt once received back from client
- Fill out mutual fund switch form if necessary
- Fill out BD required VA switch forms (in addition to annuity company 1035 exchange/replacement forms) if necessary

- Signature guarantee on all new account paperwork
- Update/maintain signature guarantee log

#### **Asset Transfer Activities:**

- Assign activity to FPS to transfer assets. Mark activity with “track” designation
- Cost basis information given to FPS (cost basis applies to in-kind transfers of taxable accounts)

#### **Ongoing Activities:**

- Send quarterly client letters and/or newsletters
- Arrange for systematic purchases or withdrawals in client accounts
- Make address changes in client files
- Create new account paperwork for clients (obtain updated New Account Form documentation at least every three years)
- Set appointments for Advisor
- Create client reports as needed
- Participate in weekly staff meeting to discuss and prepare for all client meetings the following week
- Generate monthly CRM merges containing clients with reviews and birthdays that month
- Send birthday and sympathy cards as necessary
- Send gifts for such things as retirement, get well, etc.
- Check brokerage site for emails, instructions, anything license-related, etc.
- Go in NetX Pro and check accounts to see if there has been activity which requires attention
- Check DST Vision for mutual fund company information; whether there are transactions to be aware of
- Deal directly with every investment/mutual fund company via phone for each type of business to ask what’s required for ongoing account needs
- Submit annual business questionnaire
- Submit annual compliance questionnaire
- Complete annual firm element
- Complete annual outside business activities approval form
- Retest every three years (FINRA securities licensing continuing education)

- Keep up with brokerage clients who move from state to state to get licensed in each new state
- Manually record each check in checks and securities received/delivered log
- Fill out breakpoint worksheets every time new investment is received from a client
- Complete order tickets for every securities trade
- Prepare for and participate in annual brokerage audit
- Build own review system for mutual funds via Principia or other research product/software
- Fill out and fax advertising compliance form (wait 2-3 days for approval) for anything sent to clients
- Send correspondence on separate letterhead for brokerage-related accounts

## **Paraplanner**

### **New Client Activities:**

- Participate in initial client meeting with Advisor, taking all relevant notes
- Meet with Advisor after initial client meeting to determine what to prepare and what information to request (for retirement capital projections, estate plan projections, etc.) in a post-meeting once client has engaged Advisor
- Have all new paperwork prepared (new account forms, financial plan, estate planning projections, etc.)

### **Existing Client Activities:**

- Review client file and annotate client's planning checklist
- Request information from client to fill in updated balance sheet
- Send client requests for any standardized information on annual review form
- Prepare annual client review reports
- Update client's retirement capital projections
- Be ready to review all of the above with Advisor at least one week prior to client meeting
- Perform thorough error check on all client paperwork, reports, agreements, and applications

## Advisor

### First Contact: Prospect Activities

- Contact prospect to schedule meeting

### Planning Engagement Activities:

- Track planning progress with activity (activity is marked with a “track” designation)

### New Client Activities (Investment Management):

- Ensure *client planning datasheet* filled out completely
- Calendar all planning activities for next 12 months

### After Meeting:

- Send summary letter with Financial Planning Agreement
- Tell Paraplanner what to prepare and what information to request (for retirement capital projections, estate plan projections, etc.) in a post-meeting once client has engaged Advisor
- Have all new paperwork prepared (new account forms, financial plan, estate planning projections, etc.)

### Ongoing Activities:

- Oversee all areas of existing client relationships, including meetings, planning initiatives, problem solving, and providing exemplary service. Supervise, train, and motivate all staff as necessary to accomplish the same.
- Assume responsibility for business development at the company level. Improve and expand the development of new business through referrals and strategic relationships.
- Spot-check final client presentations (very high level review)
- Participate in weekly staff meeting to discuss and prepare for all client meetings the following week

## Executive Assistant/Operations Manager

- Keep Advisor’s personal schedule
- Oversee and answer any issues from staff
- Filter and communicate with Advisor any pressing issues that must involve Advisor’s input
- Handle any day-to-day compliance questions or issues (risk acknowledgement, etc.)

## Receptionist/Director of First impressions

- Generally facilitate communication throughout company/staff
- Provide the highest level of client hospitality
- Guide incoming communication via phone, snail mail, or fax to the appropriate individual or department
- Greet clients, announce their arrival to Advisor or staff. Offer beverage help the client to feel comfortable
- Provide information regarding company events and functions to Advisor and staff
- Act as liaison to Building Maintenance, Landscape, Communications and Equipment providers
- Assist accounting staff by providing monthly totals with regard to equipment usage
- Prepare and make bank deposits for the company, providing support documentation to accounting staff
- Inventory control with regard to company items, literature, three ring binders, etc.
- Take requests from Advisor and staff for deposit slips and banking envelopes
- Maintain quarterly and annual statement records (if Advisor or staff needs a copy of a statement, they will simply submit a request to receptionist, preferably via email)
- As appropriate and necessary, assist administrative assistants with administrative duties w/regard to the quarterly billing statements and the quarterly newsletter
- Serve as an Administrative Assistant to complete marketing or business development projects
- Serve as a Notary Public and assist as needed with client appointments where a Notary is required
- Act as point of contact for company meetings, facilities, menus, recognition awards, welcome signs, agenda, sign in sheets and hand-outs as needed
- Keep the kitchen stocked and presentable
- Secure the building, adjusting light and water timers as needed