



PlanningInsights™

an annual service benchmarking the financial planning activity of individual financial advisors



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Financial institutions have been encouraging their advisors to embrace financial planning in their practices, yet most branch-based advisors work on fewer than two plans a month.

The first step in boosting advisor adoption is for firms to assess how their advisors are performing relative to their peers. This annual service assembles key financial planning data on a few thousand branch-based advisors and provides graphic comparisons of how the advisors in your firm stack up against their peers in the industry.

How does it work?

Your firm provides an excel file of advisor level data for:

- » The number of new goal plans created last year
- » The number of existing goal plans updated last year
- » The number of goals included in the new and updated goal plans

We don't want the names of the advisors, but it would be useful if you provided a code or identifier, like their MoneyGuidePro User ID, so we could communicate with you about any anomalies in the data.

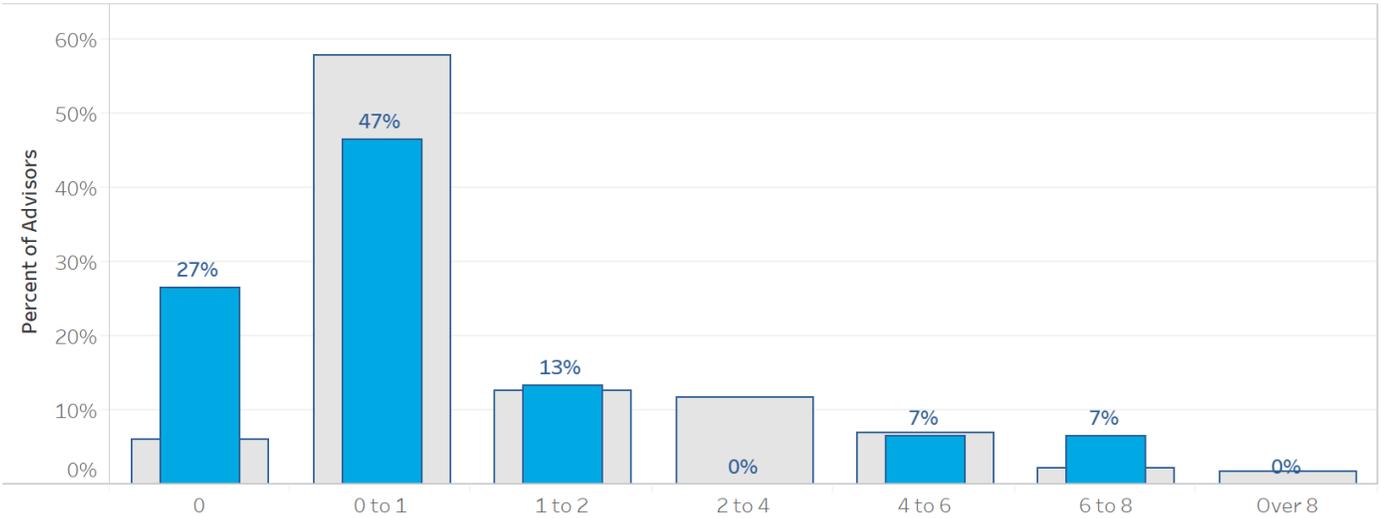
What do you receive?

Charts that compare the range and depth of planning activity for your advisors against the data we receive from all the other participants.

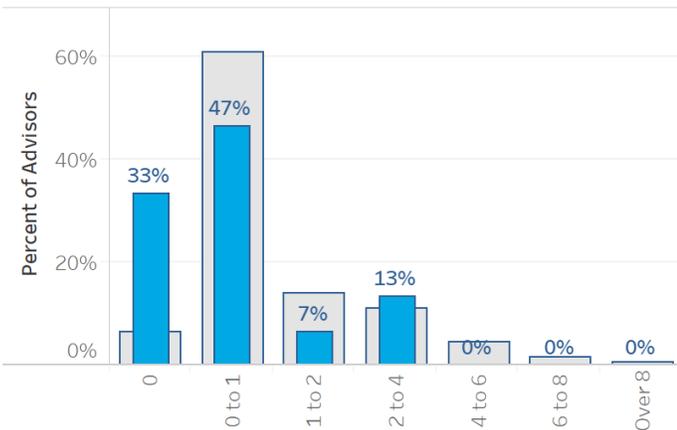
PlannngInsights - The Peer Perspective™ SAMPLE DATA

Grey bars represent all Advisors. Blue bars represent Advisors at your firm.

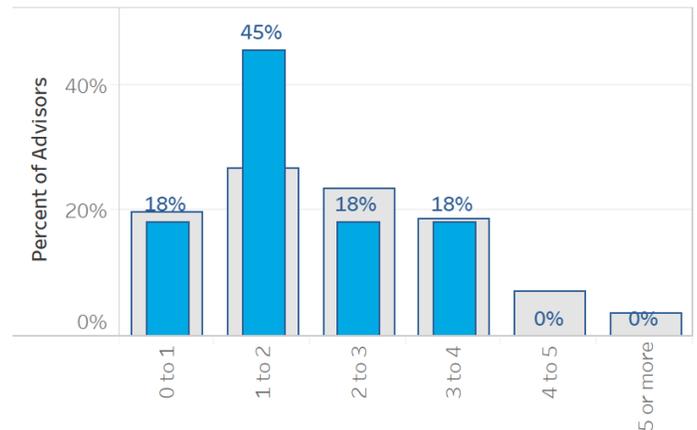
Households Engaged in Planning Monthly Average



New Households Engaged Monthly Average



Overall Depth of Planning Goals per Plan



How do you use the benchmarks?

The charts will help you pinpoint the most pressing needs for coaching and retraining.

- » Do you need to focus on the advisors who still do no planning?
- » Would a focus on helping Advisors get beyond one or two plans a month, to three or four, be more impactful?
- » Do you have early adopters, advisors who have started to more fully embrace planning that you can use as role models for the rest of your team?
- » Where should you set your planning targets to motivate your advisors?

What is the investment in the annual benchmarking service?

- » Fewer than 100 Advisors - \$500 per year
- » 100 to 200 Advisors - \$750 per year
- » 200 to 400 Advisors - \$1,000 per year
- » More than 400 Advisors - \$2,000 per year
- » More than 400 Advisors with additional level breakouts – contact Erika Kehrer (erika.kehrer@kehrerbielan.com)

In [The ROI of Financial Planning](#), we demonstrated that the benefits of planning accelerate as advisors embrace planning.

Increasing an advisor's planning activity from one or two plans per month to three or four, increases production by more than \$11,000 per month. So, if the benchmarking service helps you to make an impact on just one typical advisor, the service will pay for itself in less than a month.

GDC by Number of Goal Plans



For further information, contact:

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