FUNDHOUSE
investment clarity

FUNDHOUSE ADVISER PROGRAMME

The Programme is designed to provide an interactive and practical environment for advisers to gain understanding of important issues they face, as well as practical solutions to address these.

ADVISER PROGRAMME BENEFITS:

- The programme is aimed at key role players within their financial advice practices
- The focus is on looking at how to build a client centric practice which maximises your equity value
- Engagement with industry peers and experts in these sessions
- We combine our industry experience with your own practice experience into a collaborative learning approach
- The Programme experience is ongoing (6 sessions + ongoing Online engagement)
- We aim to keep the groups small so that they can be interactive - +-20-30 per session

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PROGRAMME MODULE OUTLINE

The programme is facilitated over 6 modules covering critical business and practice related topics and is presented in a practical, MBA-type manner to encourage advisers to learn from industry experts as well as from each other.

Module One

You and your practice: the professional practitioner and your business

Addressing the key questions: Who are you? What industry are you actually in? What is your role? This module will deal with the key changes happening in the industry and look at the threats and importantly the opportunities on the landscape. It will look at international trends and attempt to determine the likely implications of what is happening elsewhere for South African advisers. It will get financial planners to begin to consider where they fit in within the broader context. The module will also consider the potential benefits of shifting from operating as a "Practice" to a "Business", and how this can drive the value of an Independent Financial Planning business.

The module will provide planners with the necessary food for thought to enable them to tackle their first component of their Business Plan.

Module Two

Your Clients: acquiring clients, profitability and focus.

Addressing the key questions: Who are your clients? What makes them distinctive? Who are not your clients? This module challenges the financial planner to do an in-depth analysis of his or client base, ensuring that they are clear on who their current clients actually are, and what clients they would actually like to have. It will enable them to develop appropriate marketing and communication strategies to ensure that they are able to acquire clients and retain them effectively.

The module should enable the planners to document their strategies for client acquisition and management as well as marketing, brand management and communications.

Module Three

Your Services Offered: how you service your clients.

Addressing these key questions: What levels of service do you offer? How do your clients know what to expect?

One challenge many financial advisers face is to have a clear service offering to their clients which ensures that their clients are clear on the value that the financial adviser offers, and ensures that clients know what they are getting in return for the fees that they pay.

This module will enable the planner to document their service offering and the key components thereof, including their service level agreement for clients.

Module Four

Your Operations: how you deliver your service to clients.

How do you ensure a consistent, robust and timeous service to all clients?

This module aims to ensure that financial planners have developed a comprehensive plan for their internal operations that covers both day-today operations as well as the management of unforeseen risks to ensure that they can deliver on their service promise to their clients. This will include, but not be limited to, the following areas: IT, HR, CRM, Risk Management and Compliance.

This module will enable the planner to document the key Operational Plans and Processes necessary for the successful delivery of their service.

Module Five

Your Management Approach and Strategy: assessing and managing what you do.

Addressing the key questions: How do you assess how well your business and your clients are doing?

How do you adapt your efforts? In the same way that financial advisers help their clients manage their finances, it is critical that they manage the finances of their business effectively. In this module we consider key aspects of the financial management function and address questions that not only help the financial planner to record and manage their finances effectively, but also help them make strategic decisions about their business based on how successful the business really is, and in what areas.

This module will enable the adviser to put together the necessary financial forecasts and measures for their business plan, as well as determining a method for other important success measures such as client retention.

Module Six

Your 'Business Plan': implementation, the next years

In the same way that ideally any financial planning client has a living financial plan in place, ideally a financial planner should have a living business plan in place which documents the strategic direction of the business, how it will implement the strategy and how it will measure progress towards the achievement of that strategy. The entire course has dealt with each component of what would go into a business plan and this module aims to bring each component together to enable the financial planners to complete documenting their business plan, have a clear succession plan and understand the value of their business 18 months after starting the Programme. The module will consider how the valuation of a financial planning business is carried out and what the primary drivers of that valuation are.

The planners will now be able to put the whole business plan together with the succession plan a key part of that.

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