The Future of Financial Planning

Tom Roberts
Business Development
PIEtech, Inc.

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Technology Makes a Lot of You Feel Like This . . .

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A recent Cerullie Associates survey found:

- 86% percent of investors feel they should have a plan
- 18% of pre-retirees working with an advisor have a financial plan

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A Look Back – How Communication Has Evolved

- Yellow Pad
- Excel Spreadsheet
- The Birth of Desktop Planning Software
- *Planning Software Moves to the Cloud*

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Technology Has Radically Changed Communication

- High-Speed Internet
- Moved Away from Accounting Orientation to Goal-Focused
- More Advisors Can Now Provide More Clients with Quality Financial Planning Services

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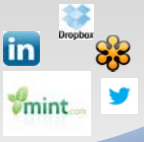
Technology Has Radically Changed Communication

- More Web
- Smart Devices
- Industry Apps
- Integrations



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According to Forrester Research's annual benchmark tech study, 46-64 year olds are quickly catching up to younger generations when it comes to early adoption of new technology.

As of 2010, baby boomers accounted for 34% of the internet population.

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Technology Has Radically Changed Communication

InvestmentNews
The Leading News Source for Financial Advisers

"The number one reason clients change advisors is not because of investment performance, but rather lack of service and communication."

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AdvisorOne: Advisors' Number One Challenge Is Bringing on New Clients, but This Can Be Fixed
http://www.advisorone.com/article/advisors-number-one-challenge-bringing-new-clients-can-be-fixed

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Technology: The Impact on Client Attitudes and Behavior

Clients Now Go Online to:

- Check Bank Balances
- Pay Bills and Transfer Money
- Access Their 401(k) to Check Values and Make Changes
- Watch the Market
- Use Morningstar to Evaluate Their Investments

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Technology: Empowering Advisors to Better Engage Clients

Better Communication

Client Retention

Discovery of Assets

Industry Trend

Wallet Share

Better Communication

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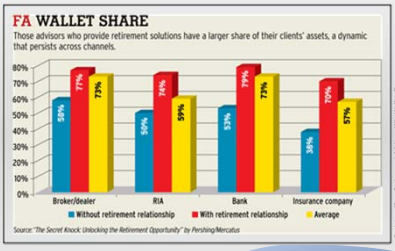

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Making Your Practice "Technology Competent"

The Client EXPECTS You to Offer Current Technology

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Making Your Practice "Technology Competent"

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Making Your Practice "Technology Competent"

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The Future of Technology: Understanding Three Major Technology Trends

Smartness

Accessibility

Centering

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Built-in Sophistication and Intelligence

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Smartness

- Automatically recommend strategies
- Automatically update plans
- Automatically testing plans for assumption sensitivity
- Embedded, on-demand assistance to clients
- Automatically generating contact to client without the Advisor

Accessibility

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Smartness

Everyone will have access to high quality financial planning software

- Every broker
- Every banker
- Every advisor
- Every accountant
- Every Client?

Engage more consumers in the financial planning process and make them better informed potential clients.

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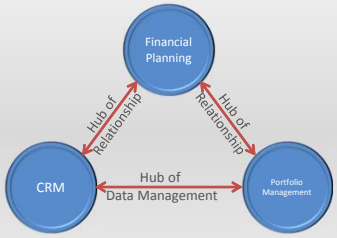
Smartness



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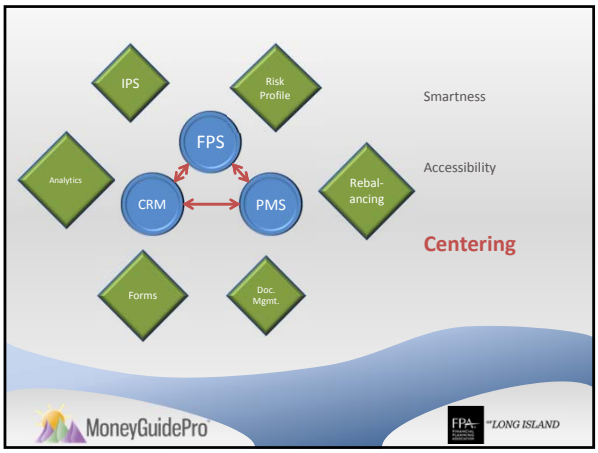
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Risk Profile
FPS
Analytics
CRM
PMS
Rebal-ancing
Forms
Doc. Mgmt.
Smartness
Accessibility
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Why Are These Trends Important To You?
Attainment and Retention of Clients
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