



THE WOLAKOTA FINANCIAL ADVISORS

OUR VALUE PROPOSITION

Straight Talk - We neither sell any products nor accept any commissions.

The only money I will receive is what you pay directly to me under the terms of the retainer. By avoiding this inherent conflict of interest regarding compensation, I can provide objective, unbiased advice.

All-Inclusive Approach - I take a holistic approach to financial planning.

I am a fee-only, *comprehensive* financial planner. This means is that I aim to integrate your taxes, investments, insurance, and estate plan into one comprehensive plan. In contrast, most individuals have one person handling their taxes, another person their investments, another person their insurance, another person their estate plan, which often means there is usually no communication and coordination among these people. My intention is to bring all of the pieces of your financial picture together and make recommendations in light of the big picture.

Access - You can call or come see me any time with no additional charge.

It is to my advantage to be as accessible as possible. Situations change – and I would rather help keep you from making a terrible mistake than help you dig out from it later.

Value for Your Money – I am committed to providing real value in excess of the fee.

Sometimes, this means saving you commissions on insurance or investment products. Sometimes this means finding additional tax deductions. Sometimes this means finding the synergy that comes by being able to see your entire financial picture by having an all-inclusive approach. More often than not, there is an intangible value that arises because *all* of your financial life is being managed and updated in this integrated way. Often the value shows up in the feeling of having greater peace of mind.

Goal Clarification and Assessment - Your retainer includes an appointment dedicated to goals.

In this appointment, we will conduct an in-depth interview to un-conceal psychological forces that have shaped your money personality and we will go through a number of exercises and processes to help you identify your long-term goals. We will then be able to set annual financial objectives to attain those goals. We will have conversations through the year to discuss tactical goals, but this one meeting focuses specifically on these broader, strategic-level life goals – what your money and all this financial planning is really all about.

Coordinated Investment Advice – The investment process addresses three primary stages to insure that all aspects of your investment situation are addressed.

First is *portfolio analysis*, where we will review all of your current investments, determine exactly what you have and tell you whether or not your investments are appropriate for your goals, tax bracket, and risk tolerance.

Then we will create an *asset allocation strategy*. We construct an investment strategy that maintains balance in your portfolio, appropriate to where you are at in your financial life cycle. Our aim is to protect you from financial ruin in a down economic cycle and provide you growth sufficient to meet your goals in an up economic cycle.

Finally, we give you detailed direction on *investment selection*. We will analyze and recommend specific investments, wherever your investments happen to be. Taking advantage to the broad and specialized knowledge of colleagues in the Alliance of Cambridge Advisors, we employ the Cambridge “Directed Portfolio.” Our philosophy places a high emphasis on passive investing for the major markets with a more active investing style for the small, mid-cap and foreign market sectors.

Skillful Tax Preparation – I am an *Enrolled Agent*, authorized to practice before the IRS.

As part of the comprehensive, holistic approach, I will prepare your individual income taxes each year. Additionally, I will meet with you throughout the year to project your tax liability and implement tax-saving strategies. Our focus is on reducing your tax liability so that you give the government only what is legally required – and not any more! I also provide audit protection to my financial planning retainer clients at no additional cost so that you know I have a big stake in making sure you can have peace of mind in this area of your financial life.

Worry-Free Retirement Planning – We will coordinate your investment work as we identify your retirement goals – financial and otherwise.

We will determine whether or not you are on track to meet them. Worry-free retirement planning is more than just accumulating money for retirement; it is using the most tax-efficient investment vehicles among the many sources available (IRAs, 401(k)s, for example) to provide the nest egg needed for your financial independence.

Value-Based Risk Management – I will review all of your insurance policies – life, health, disability, auto and home.

We will identify what you have, what you are and are not covered for and make recommendations for coverage you should have. We will check the ratings of your insurance companies and monitor those ratings periodically. Be very clear: I do not sell insurance and this means that this may be the first unbiased review of your insurance coverage that you have ever received.

Lifestyle Spending Review – I will help you identify your spending particulars and provide you with a system to actively manage it.

This means that you can increase your probability of making progress toward your goals as well as have enough money set aside for emergencies or special opportunities. We will review your record keeping system and help you optimize it to capture all available tax deductions.

Proactive Estate Planning – We will review your situation and help develop an estate plan that addresses the pertinent estate issues.

If you need a will or trust, I will help gather the information the attorney will need (which may result in a discount on the attorney fees) and I will refer you to a qualified attorney who will prepare the documents. If you already have a will or trust, I will review these plans for you and make sure it says what you want it to say.

Flexible Services Adapted to Your On-going Needs – At your direction, I will address your unique financial planning concerns.

With the open retainer, you can come in and we can build specific response to your concerns for college funding, immediate and/or long term health plans, employment-related issues or simply answer the question, “Should I buy or lease my next car?” Because life situations change, you view financial planning as an ongoing process and not a one-time event.

Thanking you for your consideration,