# Service Model Builder.

Define WHAT you will provide, your services and client experience. Name each segment and tag them in CRM to ensure you do what you say you will do in a scalable and profitable way. Choose all services and experiences that apply. Reference the Things to Consider guide for best practices.

| Client segment | Name | Persona | Objective |
|---|---|---|---|
| | | | |

**Fee model**

☐ AUM fee
☐ Planning fee
☐ Subscription/retainer
☐ Hourly

**Fees**
Calculate breakeven or uncover your fee methodology

## What you do

### Services

**Investment management**
☐ Traditional investments
☐ Alternatives/private investments
☐ Other (specify):

**Investment management approach**
☐ Custom investment selection, in-house
☐ Semi-custom (custom and models), in-house
☐ Models, in-house
☐ Models, outsourced
☐ Unified Managed Household (UMH)
☐ Separately Managed Account strategies (SMA)
☐ Tax optimization (i.e. tax loss harvesting)
☐ Tax transitioning
☐ Systematic rebalancing
☐ Investment due diligence
☐ Risk assessment

**Investment management approach (cont.)**
☐ Distribution-Focused strategies
☐ Target allocation strategies
☐ Objective-based strategies

**Financial planning (basic)**
☐ Retirement planning
☐ Cash flow analysis
☐ Budgeting
☐ Goal setting
☐ Other (specify):

**Other Investment Management/Financial Planning/Concierge**
☐
☐
☐

**Financial planning (specialized)**
☐ Tax planning
☐ Estate planning
☐ Charitable giving/planning
☐ Insurance planning
☐ Healthcare planning
☐ Planning (other)(specify):
☐ Trust services
☐ Banking services
☐ Business owner services
☐ Concierge services
☐ Consulting
☐ Multi-generational planning
☐ Micro-moment automation
☐ Advice engagement
☐ AI planning and advice
☐ Other (specify):

### Experience

**Deliverables**
☐ Initial financial plan
☐ Annual plan updates
☐ One-page financial plan
☐ Tracking towards goals
☐ Taxes saved reports
☐ Service schedule/calendar
☐ Other (specify):

**Communications**
☐ Up to __ annual meetings
  ☐ In-person
  ☐ Virtual
  ☐ Based on preference
☐ Newsletter
☐ Market commentary
☐ Video-based messages/updates
☐ Access to concierge@firm.com
☐ Ability to text

**Value-add**
☐ Events (Events & Gifts Guide)
☐ Gifts
☐ Community
☐ Education
☐ Access to experts (specify):
☐ Multi-generational support
☐ Other (specify):

**Servicing team:**
☐ Most senior advisors
☐ Dedicated service
☐ Team-based approach
☐ Other (specify):

# Service Model Builder.

For each service and experience item selected on page one, document exactly HOW you will deliver it using the categories above. Every checkbox from page one should have corresponding operational elements specified below. Reference the Things to Consider guide for examples.

| List selected services and experiences | How you do it | | | | | |
|---|---|---|---|---|---|---|
| | Processes | | | | Technology | Partnerships |
| | Workflows | Keywords | Templates | Other | | |
| e.g., Retirement Planning | • Annual plan update for AAA clients | • Planning client<br>• Pre-retiree | • Follow-up email template | • Retirement Summary Report | • RightCapital<br>• PreciseFP | • Estate attorney |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |