

Client Advice Process

Alex B. Shore, CFP®

Managing Principal

Senior Fundamental Choice Portfolio Manager

Our Client Advice Process is highly collaborative, enabling us to work together to design and implement a plan that will help put you on a path toward achieving financial success, however you choose to define success.

1. INTRODUCTORY CONVERSATION

We begin with an introductory conversation to help me begin to learn about your needs, concerns and challenges and what you are looking for in a financial advisor. Then I describe for you my background, philosophy and process. Our goal is to reach a mutually agreeable decision on whether or not we should move forward together.

2. IN-DEPTH DISCUSSION OF WHO YOU ARE, WHERE YOU ARE & WHERE YOU WANT TO GO

Our second meeting helps us create a much more in-depth picture of your current situation, your financial history and where you want to be five and ten years from now. I want to fully understand who you are and the goals you have for yourself and for those who are close to you. We also spend considerable time exploring your perspective on risk and how you balance risk and reward. Our purpose is to make sure we reach a solid understanding of what we should do to put you on track to help achieve your goals while reducing any potential anxieties you may have.

3. PROTOTYPE DEVELOPMENT

During prototype development, I organize the information gathered during our in-depth discussion and use our *Envision*® software to analyze what we learned. I also review your current holdings, looking particularly at allocation alternatives and tax considerations.

4. IT'S YOUR LIFE—YOU BUILD YOUR PLAN

We begin this meeting by verifying the assumptions, objectives and restrictions used in building your prototype. Then I open the *Envision* planning tool, turn my computer monitor around and give you the opportunity to drive the trade-offs while, as your consultant, I advise you regarding your various alternatives as well as the pros and cons of your decisions. We continue until you are satisfied that your plan appropriately balances your goals, objectives, needs and concerns. In the end, you have a plan that truly reflects who you are and what you want to achieve, and provides a roadmap that is designed to help you achieve your goals.

5. IMPLEMENTATION PLANNING

During implementation planning, I take the results of our work together in step 4 and help develop an integrated strategy and action plan to move forward with implementing the plan you designed.

6. FINALIZE COURSE OF ACTION

Step 6 provides an opportunity to review what we have done thus far, including your integrated strategy and action plan. Our goal is to provide you with everything you need to know so you can be comfortable in your decision to move forward.

7. CREATE AGREEMENT PAPERWORK

Our next step involves carefully preparing the documents needed to implement your strategy, making certain that everything is completed and ready for your signature – in other words, we strive to get it right the first time.

8. SIGNATURE MEETING

After our first few minutes of reviewing and signing various forms and agreements, we guide you through the process of setting up online access to your account(s) and then give you a tour of what you will find there. We want you to leave our office with your login and password set up, hands-on experience logging into your account and a basic understanding of how to navigate the information provided. We also schedule your new client orientation meeting for 2-3 months later.

9. NEW CLIENT ORIENTATION MEETING

At our new client orientation meeting we begin by reviewing everything we have done to set up your investment strategy as well as identify any further steps needed to complete your action plan. We review accessing your account online, with particular attention to your online *Envision* plan. We also go over the statements you have received to make certain you understand how to find the information you need.

10. PROGRESS REVIEW MEETINGS

We schedule quarterly progress review meetings during your first year and at least annually thereafter. Our agenda for these meetings includes updates on your personal, family and financial situation, various planning topics, discussing our perspective on current and expected economic and market conditions, reviewing your *Envision* plan and portfolio, answering any questions you may have as well as noting any action items. In addition, Wells Fargo Advisors Financial Network provides you with written progress evaluations on a quarterly basis. These evaluations will include a comparison of your portfolio to an index as well as a review of your asset allocation and historical performance. In addition, you will receive a monthly statement and a 1099 statement at the end of the year. You will always have direct access to me should you have any questions or concerns. By maintaining open communication, I believe I may be able to help you avoid any pitfalls created by downward market cycles.

Wells Fargo Advisors Financial Network is not a legal or tax advisor.

1111 N. Northshore Dr., Suite P-250
Knoxville, TN 37919
(865) 415-2055
alex.shore@wfafinet.com