



Your Clients Received Their Tax Return. Now What?



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➔ Huge gap between client expectations and services rendered

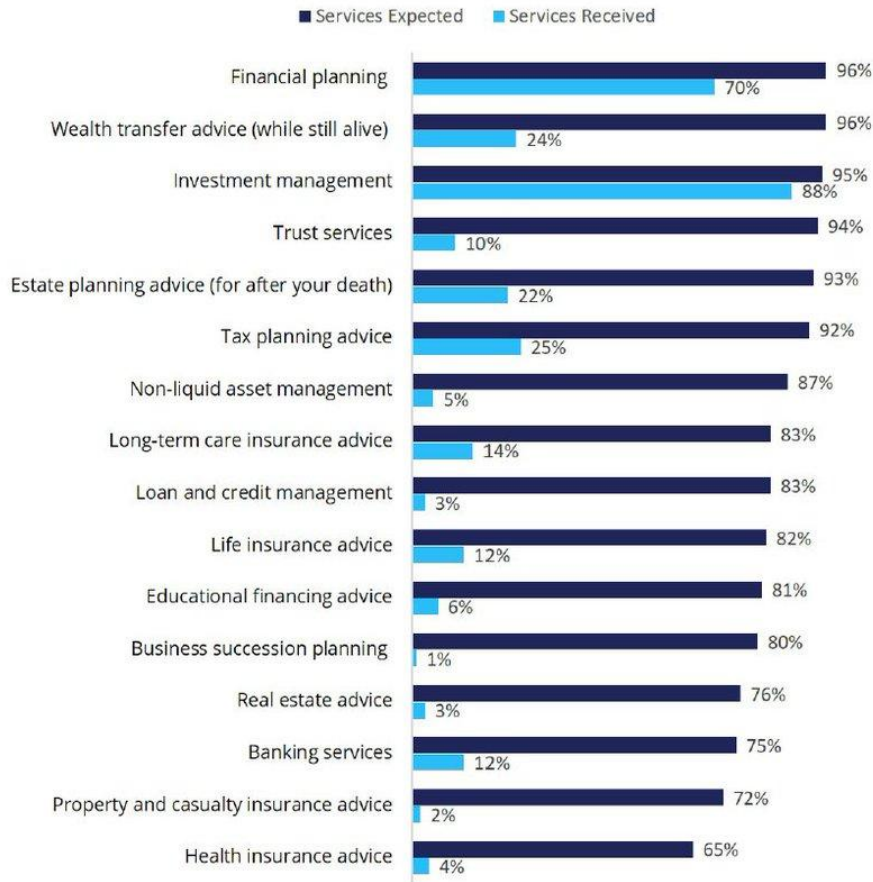
💡 Takeaways:

- 1 People want 1 Provider/Point of Contact for everything.
- 2 So much marketing opportunity for firms who offer Tax

Source:

<https://advisorpedia.com/research/expectations-investors-and-advisors-have-differ/>

The Gap - Services Expected vs. Services Received



#1 for The
Wealthy!



WHAT THE UNADVISED ARE INTERESTED IN RECEIVING HELP ON

- 1 Retirement income
planning (27%)
- 2 Social Security/Medicare
advice (22%)
- 3 Developing a financial
plan (22%)
- 4 Tax guidance (21%)

FINANCIAL TASKS THAT ARE OVERWHELMING TO DO ON YOUR OWN





35%

Only a third of
Americans work
with a financial
professional

TOP BARRIERS TO WORKING WITH A FINANCIAL PROFESSIONAL

- 1 Perceived cost of advice (38%)
- 2 Don't have enough money (33%)
- 3 Finances are simple enough (27%)
- 4 Enjoy doing it yourself (17%)



**Over 60% of Investors believe that
most financial advisors make the
same promises, making it hard
to tell the difference between them**

- BNY | Pershing “Advisor Value Propositions” Report

How Do You Best Communicate This In Your Marketing?



 **Melissa Joy, CFP®**

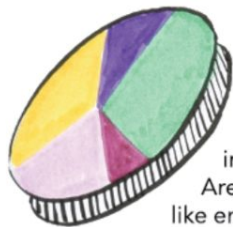
@MelissaJoyCFP



Very first 2022 return I've analyzed this year. Tax preparer took standard deduction when client gifted more than \$40k to DAF. Thank you, [@Holistiplan](#).

6:30 PM · May 2, 2023 from Dexter, MI · **5,989** Views

YOUR INVESTMENTS

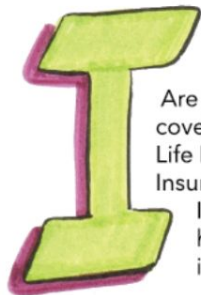


What is your mix of stocks and bonds?
Do your investments match your risk?
How much do investments cost?
Are there certain factors like environment, social, and governance (investments aligned with your values) that can be incorporated into your portfolio?

TAXES



How do you pay what's appropriate but avoid paying more? Plan for taxes over time.



INSURANCE

Are you adequately covered for life's risks?
Life Insurance. Disability Insurance. Health Insurance, auto and homeowner's insurance.



EDUCATION PLANNING

How can you save to pay for college in the most efficient way?



ESTATE PLANNING

Do I have documents in place for my death and incapacity. Will, trust, power of attorney, health care power of attorney. Have you planned for legacy and prepared future generations with both technical documents and your wisdom?



CHARITABLE GIVING

Do good in a financially sound manner.



Plan for the current you and your FUTURE SELF.



IMPLEMENTATION

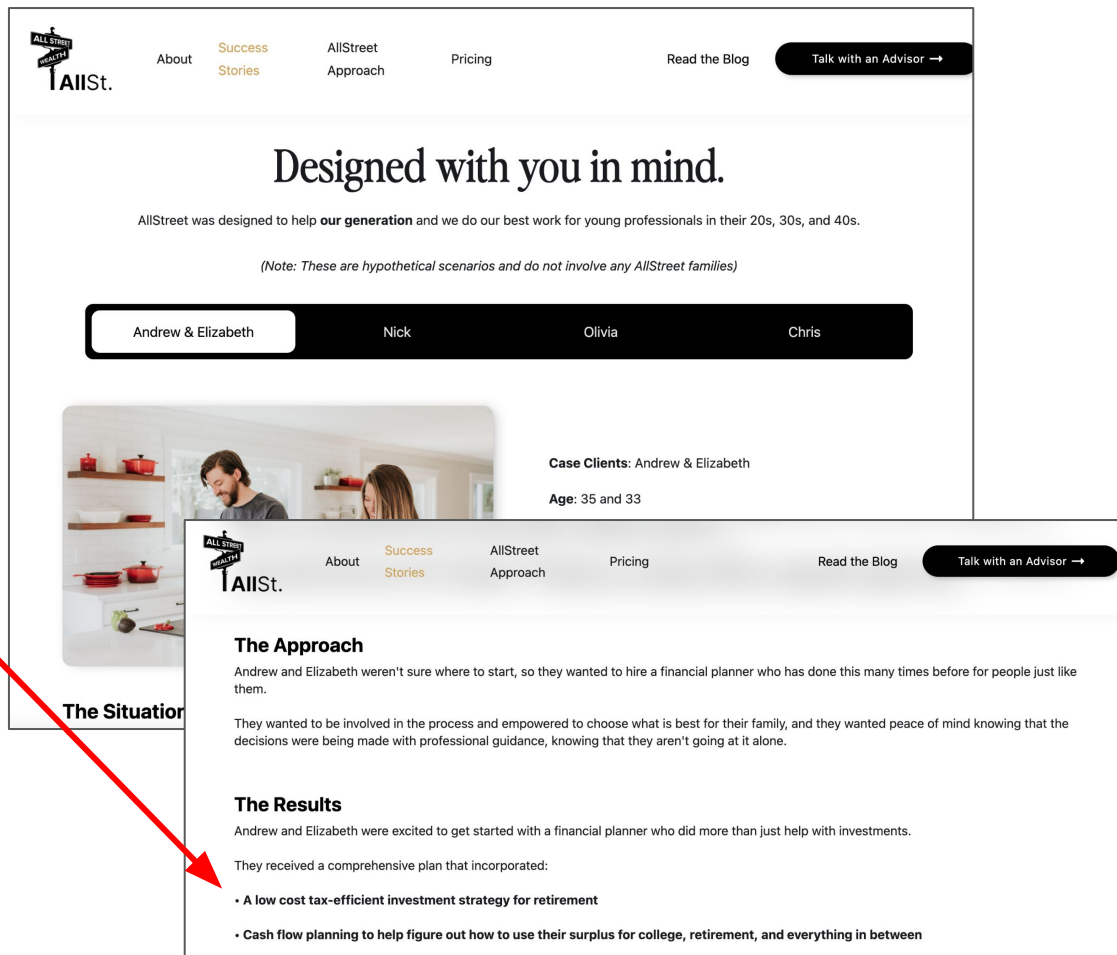
Making sure your intentions are matched by your actions.

Action

How Else Could This “Win” Be Marketed?

Repurpose the Story:

- Case studies on your website
- A long-form blog post
- Video posted to Youtube
- Post on social media
- Great if client included the story as part of their Google Review!



AllStreet

About Success Stories AllStreet Approach Pricing Read the Blog Talk with an Advisor →

Designed with you in mind.

AllStreet was designed to help **our generation** and we do our best work for young professionals in their 20s, 30s, and 40s.

(Note: These are hypothetical scenarios and do not involve any AllStreet families)

Andrew & Elizabeth Nick Olivia Chris

Case Clients: Andrew & Elizabeth
Age: 35 and 33

The Situation

Andrew and Elizabeth weren't sure where to start, so they wanted to hire a financial planner who has done this many times before for people just like them.

They wanted to be involved in the process and empowered to choose what is best for their family, and they wanted peace of mind knowing that the decisions were being made with professional guidance, knowing that they aren't going at it alone.

The Results

Andrew and Elizabeth were excited to get started with a financial planner who did more than just help with investments.

They received a comprehensive plan that incorporated:

- A low cost tax-efficient investment strategy for retirement
- Cash flow planning to help figure out how to use their surplus for college, retirement, and everything in between

**We provide tax-efficient
retirement planning and
investment management for
a flat fee**



Website Examples

We provide tax-efficient retirement
planning and investment management
for a flat fee



Source: <https://tenonfinancial.com/>



Why we're different

We proudly differentiate ourselves from typical financial advisors:



We specialize in retirement planning

A lot of advisors try to be all things to all people - we don't. Our expertise is specifically in helping you make the most of your finances before and during retirement



We do tax planning

Most advisors aren't willing or able to give tax advice. We incorporate careful tax minimization planning into all aspects of our services. We can also coordinate the preparation and filing of your tax returns through **Tenon Tax Preparation**, a separate company that's under common ownership with Tenon Financial



We're independent

We're a standalone company not affiliated with any banks, brokerages or insurance companies. This allows us to offer truly comprehensive advice without restriction or pressure to make certain recommendations



Our fees are clear and fair

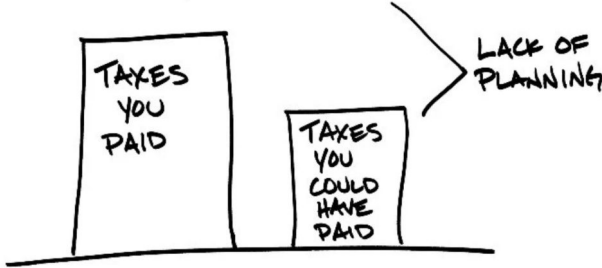
We're "fee-only," which means we don't sell products for commission and don't receive any form of compensation from anyone other than you. Furthermore, we charge a flat annual fee; our fee is NOT a percentage of your investable assets

**Visuals: A
Picture is
Worth 1,000
words**

STREAMLINE
FINANCIAL SERVICES

Home Services Resources Give Back Contact Client Login

Tax Reduction



Tax Reduction Questions sound like...

- Am I paying too much in taxes?
- How do my investment decisions affect my tax bill?
- When will tax rates go up?
- Should I convert my IRA to Roth?

Source: <https://streamlineplanning.com/tax-reduction/>

**Simple
Language:**
Write so a 9th
grader can
understand

It's a Long Game

When people think about tax planning, they think about what they can do this year.

But in reality, we see it as a long game.

- Where are tax rates going?
- What will income look like for you in the future?
- What's your giving plan?
- When will we use certain investments?

Questions like this come to mind as we're planning the next 10-20 years of your taxes.

And they help guide us as we're designing your plan with minimal taxation in mind.

Your Money Can Go to Four Places:

- You
- Your family
- Charities
- The Government

Deciding ahead of time where you'd like your money to go is the first step to proper tax planning.

Connect **CTAs** with your Unique Value Prop

Withdrawal Strategies Combined with Tax Planning

One of the biggest impacts on how much tax you pay over your lifetime is the withdrawal strategy you decide to implement.
In our tax planning meetings, we'll be able to go over the various options you have and how it affects the amount of tax you'll pay.

GET STARTED

Source: <https://streamlineplanning.com/tax-reduction/>

Case Studies: Allow them to picture themselves getting their problems solved


What We Did To Help

The Dawson's turned to Delta Wealth for the full-suite of services they knew they needed help with financial planning, CPA services and investment management. While their other brokers could invest their money, they had additional needs with tax and real estate advisory services.

Our team worked with Joe and Mary to identify and evaluate different real estate opportunities to complement their overall net worth.


In addition, we implemented the following strategies:

- ✓ **Built proactive tax planning strategies for each calendar year:** in an effort to minimize tax liabilities and plan for possible "big tax" years.
- ✓ **Consolidated investment portfolios:** resulting in an efficient and simplified investment strategy to achieve the Dawsons' short- and long-term financial goals, lower investment fees and improve tax efficiency.
- ✓ **Reviewed current company benefits and retirement plans:** for both Joe and Mary to ensure the maximization of their collective benefits and avoid paying for duplicate benefits.
- ✓ **Repositioned assets to meet short-term family goals:** including house renovation and anniversary trip.
- ✓ **Met with vetted real estate professionals:** to identify commercial and residential real estate opportunities for income producing properties.

 **Delta Wealth**
ADVISORS

ABOUT USOUR CLIENTSNET WORTH ADVICECPA SERVICESPRIVATE REAL ESTATESOURCES

SCOPE



YOUNG BUSINESS OWNERS GROWING THEIR BUSINESS

Joe and Mary Dawson are busy raising their young family, leaving them limited time to worry about anything else between work and family. The Dawsons' knew they needed help with their finances because they didn't have the time or expertise to address all of their concerns – especially with Mary operating her own small business.

To help simplify and improve their finances, they were looking for a “point guard” advisor to oversee and coordinate their entire personal and business finances.

READ CASE STUDY

Joe & Mary Dawson

MID-CAREER BUSINESS OWNERS GROWING THEIR BUSINESS

Here's What Happened

Joe was the family's head of finances until her company's growth demanded more of her time and energy. Joe Mary used to prefer the multi-broker strategy to “not have all their eggs in one basket”. After time, they found it overwhelming to meet with each broker, manage and track all of the investments.

Additionally, the Dawsons' felt they didn't have an overall family plan for how to optimize their finances.

First

Joe was interested in working with someone who would discuss more than the performance of stocks and bonds. He had an interest in owning real estate for a different income source.

But

Mary found it frustrating to coordinate tax decisions between his family, their financial advisor and CPA. He felt there were missed opportunities in the past because neither his CPA nor financial advisor were proactively communicating throughout the year to find tax savings or discuss the impact of business opportunities.

What We Did To Help

The Dawson's turned to Delta Wealth for the full-suite of services they knew they needed help with financial planning, CPA services and investment management. While their other brokers could invest their money, they

Even Your Fees Page Can Help Showcase Value



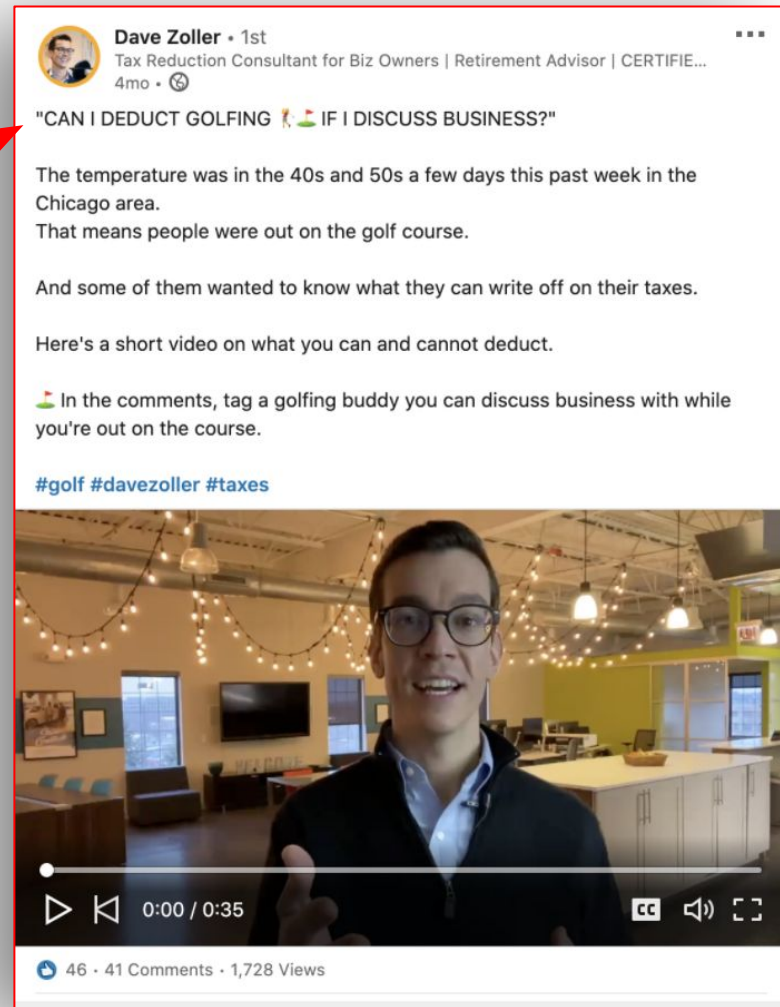
Your Other Options

What we typically observe in the marketplace

	CANOPY WEALTH MANAGEMENT	DO-IT-YOURSELF	ROBO-ADVISOR	TRADITIONAL INDEPENDENT WEALTH MANAGEMENT FIRM	INSURANCE COMPANY / BANK ADVISOR	COMMISSION-BASED BROKER
PORTFOLIO MANAGEMENT						
Low-cost investments	✓	✓	✓			
Customized portfolio	✓	✓		✓		✓
Tax-efficient placement of investments	✓		✓			
Strategic tax loss harvesting	✓		✓	✓	✓	
Proper rebalancing techniques	✓		✓	✓	✓	
Integration of 401(k) accounts into one portfolio model	✓					
Direct indexing	✓					
Proprietary products					✓	✓
Investment risk analysis	✓					
Stock options analysis and strategy	✓					
Access to Dimensional Fund Advisors	✓					
"Factor" investing (Size, Value, Quality, Momentum, Volatility)	✓					
Behavioral coach to guide you through turbulent times	✓			✓	✓	
Simplify and consolidate accounts	✓			✓		
Outsourcing of time required to manage portfolio	✓		✓	✓	✓	✓
Fiduciary standard of care	✓			✓	✓	
Private client relationship	✓			✓		✓
FINANCIAL PLANNING						
Proactive guidance on all financial matters	✓			✓	✓	
Cash flow based modeling	✓					
Net worth projections to guide decision-making	✓			✓	✓	
Tax return analysis	✓				✓	
Pension analysis	✓					
Plans that consider assets not directly managed by advisor	✓			✓		
Deep integration between tax planning and investment management	✓			✓	✓	
Social Security optimization	✓			✓	✓	
Outsourcing of time required to make financial planning decisions	✓			✓	✓	
Coordinate with other professionals (CPA, Attorney, etc.)	✓			✓	✓	
Guidance of tax-advantaged charitable giving	✓			✓	✓	

Social Media Post Examples

Hook them FIRST,
then dive into the
meat of the post



Dave Zoller • 1st
Tax Reduction Consultant for Biz Owners | Retirement Advisor | CERTIFIE...
4mo • 🌐

"CAN I DEDUCT GOLFING 🏌️🇺🇸 IF I DISCUSS BUSINESS?"


The temperature was in the 40s and 50s a few days this past week in the Chicago area.
That means people were out on the golf course.

And some of them wanted to know what they can write off on their taxes.

Here's a short video on what you can and cannot deduct.

🇺🇸 In the comments, tag a golfing buddy you can discuss business with while you're out on the course.

#golf #davezoller #taxes



46 • 41 Comments • 1,728 Views

ZERO CLICK CONTENT: The info is given IN THE POST. No link to click needed



Judson Meinhart, CFP®, BFA™ · 1st

I'll help you find your financial swing 📈📉

5d · 🌐

Have you received your W-2 yet? (by law you should have)

It's worth taking 10 minutes this weekend to do a "W-2 review." You might find an opportunity to save a few \$100 come tax filing time.

Here are a few opportunities to look for 📌

Let's start with Box 12a. There are probably a few dollar amounts with letters next to them. Here are the letters (or Codes in IRS-speak) you should pay attention to:

Code W – These are contributions that you made to a Health Savings Account, including employee deferrals. In 2022, the max for individual coverage was \$3,650 and \$7,300 for family coverage. If your dollar amount is lower than either of these, you can still top off your contribution before filing your taxes. There's also an additional \$1,000 catch-up contribution if you are 55 or older.

Code D, E, F, and G all have to do with the money that you contributed to a workplace retirement plan (401k, SIMPLE IRA, 403b, SEP, or 457 plan).

Did you max out your contributions last year?

In 2022 those limits were...

\$20,500 for 401k, 403b, and 457

\$14,000 for SIMPLE IRA

\$61,000 or 25% of NET earnings for a SEP IRA

If you didn't, it's too late, but you can adjust your deferral percentage so you reach the threshold this year. The limits have increased for 2023...

\$22,500 for 401k, 403b, and 457

\$15,500 for SIMPLE IRA

\$66,000 or 25% of NET earnings for a SEP IRA

If you see double letter codes, like AA, BB, or EE, they refer to dollars you saved to the Roth version of your workplace plan. Same limits apply.

There's a box with no number that says "RETIREMENT PLAN." If there's no "X" in this box, you may be able to make a deductible IRA contribution prior to filing your taxes. It depends on your income and, if you're married, if your

Retirement Planning Education

(formerly Retirement Planning Demystified)

with Andy Panko, CFP®, RICP®, EA



Podcast



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@nufractal2955 1 year ago

Great video, but can I ask you to explain something in more depth? I understand how the taxes stack. But lets say I sell a massive long term capital gains Cryptocurrency position for \$700,000. With my ordinary income (W-2 from normal job), lets say my total taxable income (after deductions) for the year is now \$790,000.00. According to the current long term tax percentages, my total taxable income for that year would be over \$496,601.00 which states I am now in the 20% long term capital gains bracket. Do I p...

Read more

👍 1 🗨️ Reply

👤 • 3 replies



@RetirementPlanningEducation 1 year ago

The LT capital gain is broken up based on the LT capital gain taxable income thresholds an each portion is taxed at its respective rate of either zero, 15% or 20%

👍 🗨️ Reply



@nufractal2955 1 year ago

@RetirementPlanningEducation I appreciate the reply. So, at the time of the actual triggered LT capital gain, if I realize a profit that has me in the 15% bucket, all of that gain is taxed at 15%? But lets say I trigger an additional LT capital gain in quarter 4 and my overall income due to this gain pushes me up into the 20% bracket, are you saying that ONLY that final LT capital gain event is taxed at the 20%.

👍 🗨️ Reply



@langolieralphas 1 year ago

@nufractal2955 If this helps you conceptually...you as a person do not fall into a particular tax bracket. Your gains, however, will be subdivided into different tax brackets. Tax brackets describe your money, not you. You can also harvest losses to offset some of your gains. Also, there is a big difference between tax treatment for short term capital gains and long term capital gains. Hope you held that crypto for over a year...

👍 1 🗨️ Reply

Comments and replies = even more opportunity



Search



What is Tax Gain Harvesting?



Retirement Planning Education
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2.4K views 2 years ago Tax Planning

Webinars

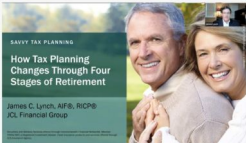
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We are educators first and foremost with a passion for teaching. The financial industry is filled with complicated topics, sales tactics, and confusing jargon. It's our mission to make these things easy enough for anyone to understand. One way we do so is by hosting monthly webinars on a wide range of topics and take the time to make sure all questions are answered.



Taxes Through Four Stages of Retirement

People often pay more in taxes than necessary because they don't understand the challenges of retirement tax planning. This seminar aims to change that.

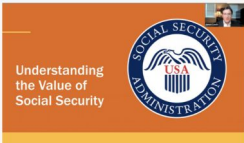
[Watch Now](#)



Investing in a Market Downturn

During a market downturn, these principles will help create opportunity and ease the pain of a drawback.

[Watch Now](#)



Getting the Most out of Social Security

The decisions you make today can have a tremendous bearing on the total amount of benefits you stand to receive over your lifetime.

[Watch Now](#)

BrokerCheck - FINRA

What's the Best Way To Get Registrants?

Send THREE emails for optimal performance. Make sure clients know they can share with friends!

- 1 week before
- 1 day before
- 1 hour before

Number of Email Reminders	Average Registrants	Percentage increase over 1 email reminder
1 email reminder only	256	-
2 email reminders	474	+85%
3 email reminders	807	+215%
4 email reminders	798	+212%

Source: <https://danielwaas.com/how-to-increase-webinar-attendance-rates/>

FMG Creates Webinar Slides & Assets For You!

State Of The Markets 2023 Invitation

The new year is an excellent time to check in with your clients and prospects with the annual State of the Markets presentation. Send an event invitation to your clients, prospects, and friends to help them register ahead of time. This invitation is suitable for both print and digital use.

Author

FMG: Premium

Category

Presentations

Keywords

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Markets State Of The

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Portfolio Retirement

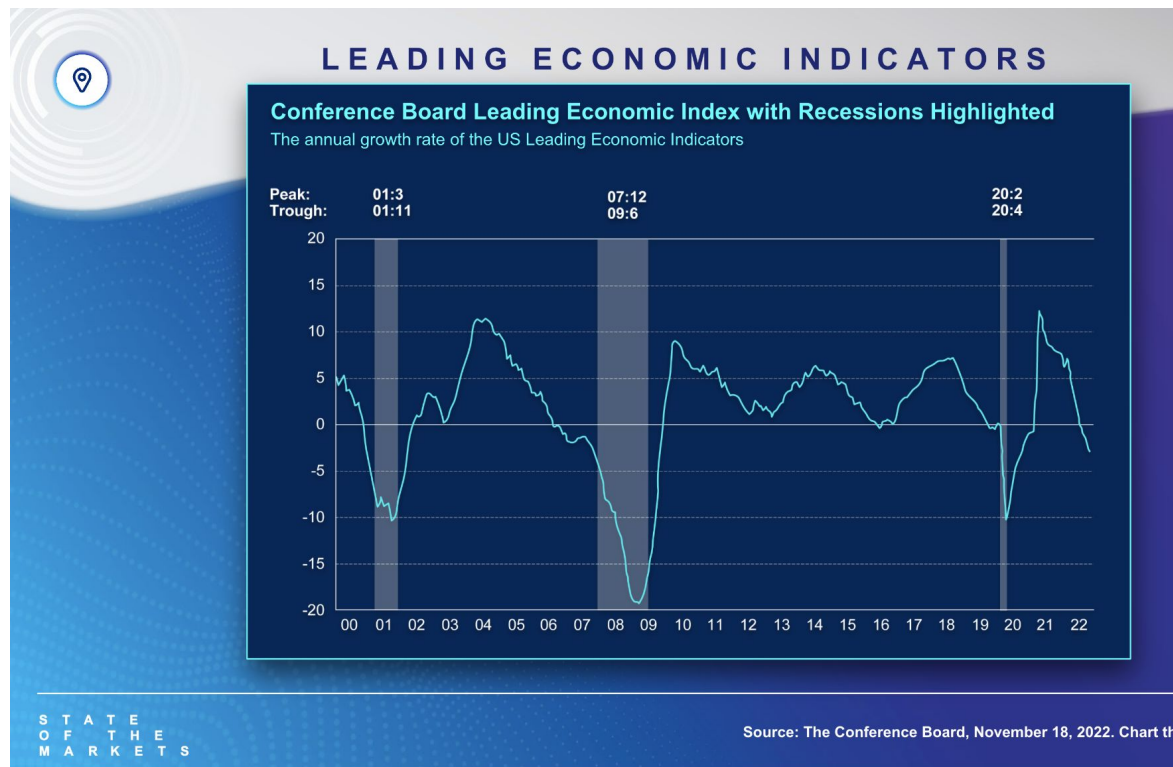
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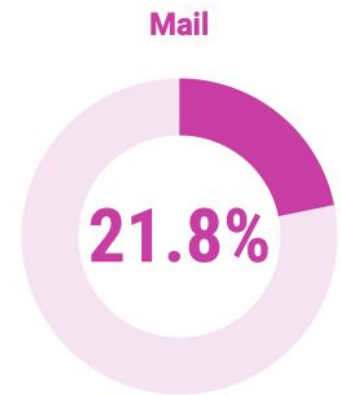
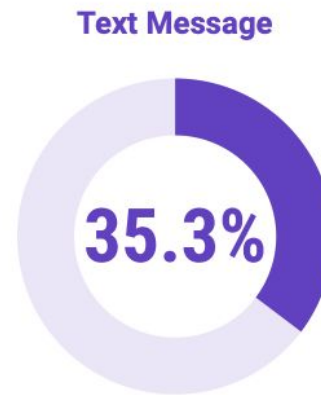
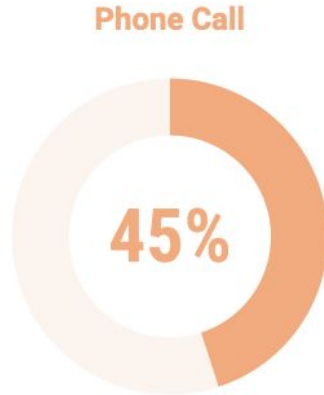
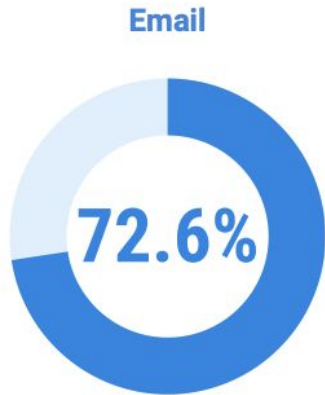
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Source: <https://fmgsuite.com/features/events>

Getting a lead is not enough.
Most do not NURTURE their
leads.

How would you prefer your advisor to send to you his/her perspectives on the market and economy, saving and planning tips, or other financial recommendations?



Drip Email Marketing

FIRST:

- Collect prospect emails on your site

THEN:

- Email them over time valuable, educational, **TIMELY** content that is **HELPFUL**
- Gets even more effective if you have a niche



Hi {First Name}

Recently the yield curve inverted for the first time since August 2019 (which means that long-term interest rates have dropped below short-term rates).

Why do we pay attention to this?

Because this inversion suggests that investors believe the near-term economy and markets to be riskier than the long-term.

This recent inversion in the yield curve and inflation soaring above 7% have left some investors wondering whether to adjust their investment strategy. While it can be tempting to worry and want to rush and make changes, the current environment is cause for monitoring, not cause for panic.

Yes, rising interest rates, high inflation, surging oil prices, and geopolitical tensions have all contributed to economic uncertainty. And because financial markets don't like uncertainty, they have been performing accordingly.

U.S. inflation clocked in at 7.9% for the 12 months ended February 2022 — the highest rate since December 1981. Energy prices, already on the rise, jumped when Russia invaded Ukraine. In response, the Federal Reserve started raising interest rates, hoping to slow the economy without triggering

9 out of 10 clients consider their advisors' communication frequency and style when deciding whether to retain their services + make referrals

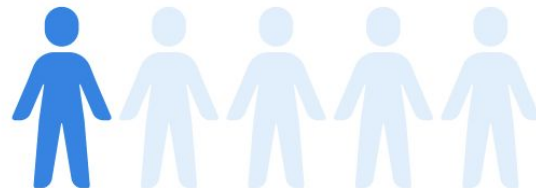
Yet about **half (47.1%)** of surveyed clients wish their advisor would contact them **more frequently**

More than 1 in 5 surveyed Americans have switched advisors since 2020

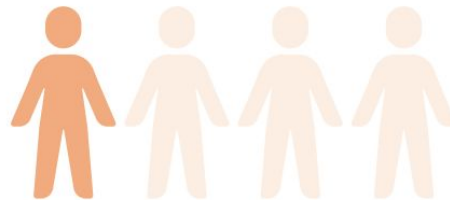


This includes 28.7% of respondents w/ greater than \$500,000 under an advisor's management that made the switch

More than 1 in 5
switched advisors since 2020



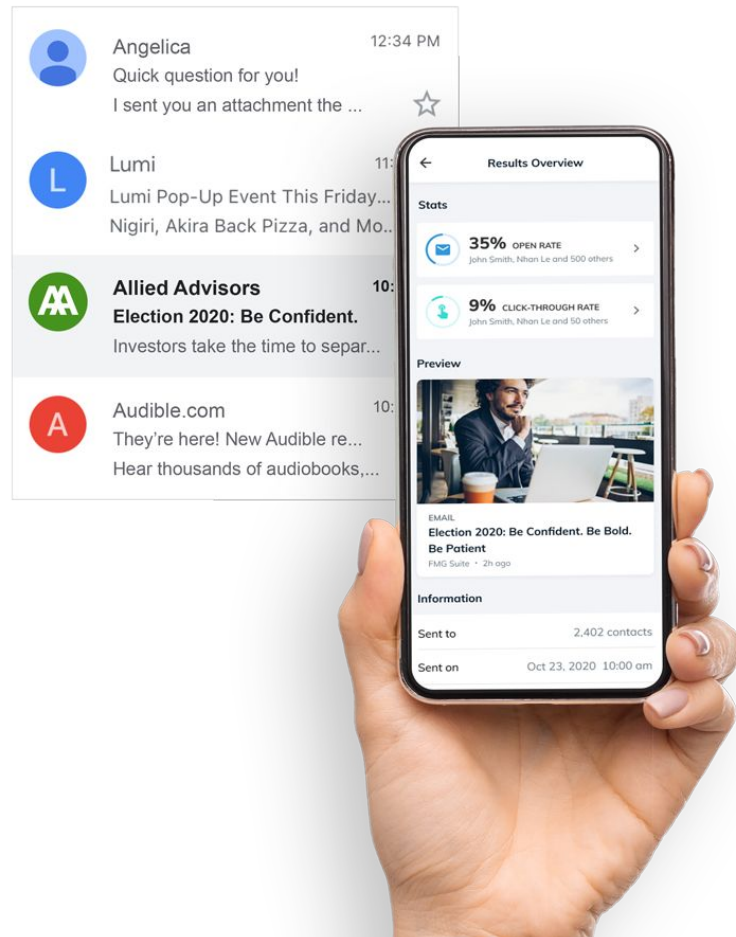
More than 1 in 4
considered switching



Overwhelmed? Need Help? We Get it!

- Mobile App to push out breaking news
- FINRA – reviewed content
- Direct Integrations with for easy compliance
- New Do It For Me Program

Contact Us: Marketing@fmgsuite.com



Questions?



Samantha Russell

Chief Evangelist, FMG

Connect with Me!

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 srussell@fmgsuite.com