



The SOURCE

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From Product Economy to Service Economy *Building Your Financial Advisory Team*

Much has been written about the continuing evolution in our economy from one dominated by a "product economy" to one largely made up by a "service economy".

While this has been discussed in the popular press at length when it comes to outsourcing, globalization, and the increased reliance on systems rather than human personnel, there is another issue that needs attention.

How will U.S. citizens adapt their behavior going forward, and what questions do they need to ask of service providers before retaining their services?

Let's take a look at the financial advisory services industry, and the related industries of accounting, insurance and legal services. For many, the building of an advisory team representing these four professions is one of the most important and difficult processes that they will ever go through.

Think of the business owner that is about to put his or her money, time and passion into a new pursuit. The success of surrounding himself or herself with the right professional team will likely have a large bearing on the future prosperity of that endeavor.

But how does one go about forming this team, and what questions need to be asked?

First, you need to determine what it is that you are looking for:

Are you looking for an attorney that has an expertise in patent law or business formation? Do they need to be well versed in estate planning documents, or be an adept litigator?

Are you looking for a financial advisor that will provide planning and investment advice, or a financial salesperson that is compensated to execute trades or sell you a product?

Does your accountant or tax preparer need to be a CPA, and does this person routinely work with individual clients or large corporations?

Is your insurance agent an expert in group health, life insurance, property and casualty, or some other specialty?

Who is going to be the "quarterback" of the team, and how does one team member interface with the other members, and what should you expect to pay each person?

And finally, are fees and expenses of the various professionals fully disclosed, or are there hidden charges that you need to be aware of?

Perhaps you have addressed some of these questions, but others remain unanswered. Or, perhaps this is new information that has you scratching your head wondering where to begin. We welcome you to join us on April 19th to discuss this topic, with the goal of helping you to build an effective team to assist you in reaching your goals in this evolving economic culture.

Breakfast Series *Building Your Financial Team*

Date: April 19, 2007

Time: 7:30 - 9:30 a.m.

Place: Health Foundation
3805 Edwards Rd, Suite 500

Cost: Member cost \$25.00,
Non-member \$40.00

(cost includes free parking and breakfast)

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