

Busy . . . Good News, We Deliver!



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FINANCIAL CONSULTING GROUP

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People seem to be on the go more than ever these days. There is a phenomena in the Midwest know as the Snow Bird Migration. These individuals have a home in the Midwest and either rent a home in the southern part of the country, or own a vacation home there. They leave their northern home on Thanksgiving or New Years Eve, and go down south for the remainder of the winter. This happens year after year. They have their mail forwarded, remotely pay bills and continue their normal everyday life as if they were still there.

In addition to our snow birds, some of our other clients are relocating to be near their children and grandchildren or they are forced to migrate to where new jobs are being formed. We have also witnessed our client's job responsibilities being expanded in terms of the regions they serve and as new markets are opened up, the business travel needed to maintain or obtain that business. With traveling, it becomes harder for these clients to balance their lives and responsibilities. So people are stretched for time for organization and communication purposes.

The challenge to us is to maintain our close relationships we have with our clients. However, the process of keeping in touch with these clients has become easier with the innovations of technology. Now it is possible to update a financial plan, email it or postal mail it to the client and perform a quarterly performance review along with an annual financial plan update without any loss of continuity for the client. So in essence, it is like being in the same room with the client except they don't have to look at me. One can view that as a bonus or not depending on their opinion of the above picture.

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Utilizing our client organizer, in conjunction with our delivery strategies, we have strived to further simplify these tasks for our clients in this more challenging environment. We have expanded our client reach from our original home state of Michigan to more than a dozen states in the country that we are licensed in. Utilizing our client reporting system, online statement access, and email, we have leveraged our ability to communicate with our clients and to routinely communicate in the fashion our clients prefer.

Our objective of streamlining our client experience involves all aspects of their financial lives. For example, keeping current and accurate data on their goals and objectives, keeping client data organized by utilizing our practice's wealth organizer, delivering updated information regarding their comprehensive financial plan and portfolio reviews, provide up to date information for the on-the-go client. Even our retired clients tell us they don't know how they ever had time to work because they are so busy these days. Busy . . . good news . . . We Deliver!

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Joseph Budd has provided this article for information purposes only.

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