***Sample Wealth Management***

*Clarity, comfort, confidence*

Sample Wealth Management Vision

*After a rigorous process, we have defined our Firm Vision to capture all the essential elements of building a great, enduring company. It is our mission now to ensure that this Vision is not just a document, but rather an active beacon that inspires and guides us to our next level of greatness.*

**OUR VALUES**

**Example:**

Knowledge Seeking: We are devoted to lifelong learning and staying current with changing regulatory rules and legal precedents. We are committed to ongoing market research and product development.

Trustworthiness: We understand that trust is earned every day and proven every day thereafter. Our goal is to be trustworthy from initial consult to implementation of ideas and solutions.

**OUR MISSION**

**Example:**

We are dedicated to seeing our clients identify and realize their dreams and financial goals.

Our professional integrity and individual concern—along with knowledge, experience and resolve—will produce innovative strategies and long term solutions.

**OUR ULTIMATE GOAL**

**Example:**

Through acquisition of clients and the addition of new business lines, we will become a recognized regional financial services firm that has a marketable value of $1 million by 2022. Our main areas of growth will be tax planning and comprehensive financial plan development primarily for the executives of local technology firms and start-up companies.

We will achieve this goal without wandering from our mission and our values.

Our Firm Vision

*After a rigorous process, we have defined our Firm Vision to capture all the essential elements of building a great, enduring company. It is our mission now to ensure that this Vision is not just a document, but rather an active beacon that inspires and guides us to our next level of greatness.*

**OUR VALUES**

*Use this space to list and describe your firm’s core values that are at the heart of what you believe in and that your firm strives to center all aspects of the business around. See examples on the sample page above.*

**OUR MISSION**

*Use this space to describe the service commitments you promise to provide to your clients. See examples on the sample page above.*

**OUR ULTIMATE GOAL**

*Use this space to outline your broad, long-term goals that are driven by your values and the business you seek to create. See examples on the sample page above.*

***Sample Wealth Management***

*Clarity, comfort, confidence*

**Our Path to Reach Our Vision**

|  |  |  |
| --- | --- | --- |
| **Horizon 1**  **YE 2018 Goals** | **Horizon 2**  **YE 2020 Goals** | **Horizon 3**  **YE 2025 Goals** |
| **Financial & Client Goals** | | |
| * Firm Financial Goals   + $45M AUM   + 60% recurring revenue   + 40% Non-recurring revenue   + 50 Clients * Lawyer niche business   + $18M of total AUM   + 2 targeted seminars yearly   + 20 Clients * $250,000 Valuation * 7% Profit margin | * Firm Financial Goals   + $65M AUM   + 75% recurring revenue   + 25% Non-recurring revenue   + 65 Clients * Lawyer niche business   + $35M of total AUM   + 2 targeted seminars yearly   + 35 Clients * $400,000 Valuation * 10% Profit margin | * Firm Financial Goals   + $100M AUM   + 90% recurring revenue   + 10% Non-recurring revenue   + 75 ideal Clients * Lawyer niche business   + $60M of total AUM   + Strategic partnership established with 5 local firms   + Quarterly seminars   + 50 Clients * $800,000 Valuation * 15% Profit margin |
| **Strategic Planning Goals** | | |
| **Examples:**   * Define and delegate non-revenue producing activities * Define roles and responsibilities and growth path for team * Define client segments, services and fees to support long-term goals | **Examples:**   * Have a defined ongoing strategic planning process * Execution and growth of client base in the tech niche * Expand advisor and staffing model to create capacity for the firm * Focus more on role as senior advisor and CEO | **Examples:**   * Initiate business exit with formal succession plan in place * Obtain fully founder-independent model so founder can participate in the business up to 50% of the time |

**Our Path to Reach Our Vision**

*Use this worksheet to fill in Horizon Goals for your firm. See the samples on the sample page above.*

|  |  |  |
| --- | --- | --- |
| **Horizon 1**  **YE 2018 Goals** | **Horizon 2**  **YE 2020 Goals** | **Horizon 3**  **YE 2025 Goals** |
| **Financial & Client Goals** | | |
| * Firm Financial Goals   + AUM: $   + Recurring revenue: $   + Non-recurring revenue: $   + Clients: * Line of business:    + AUM: $   + Recurring revenue: $   + Non-recurring revenue: $   + Clients: * Valuation: $ * Profit margin: | * Firm Financial Goals   + AUM: $   + Recurring revenue: $   + Non-recurring revenue: $   + Clients: * Line of business:    + AUM: $   + Recurring revenue: $   + Non-recurring revenue: $   + Clients: * Valuation: $ * Profit margin: | * Firm Financial Goals   + AUM: $   + Recurring revenue: $   + Non-recurring revenue: $   + Clients: * Line of business:    + AUM: $   + Recurring revenue: $   + Non-recurring revenue: $   + Clients: * Valuation: $ * Profit margin: |
| **Strategic Planning Goals** | | |
| **Examples:** | **Examples:** | **Examples:** |