The Exclusive Coaching Program

Proven Systems ... Customized Advice ... Results

2021 OPERATING PLAN WORKSHEETS

APFA

ACADEMY OF PREFERRED FINANCIAL ADVISORS

Partnering with the Industry's Best Advisors

Your Mission Statement

Our office's mission is to:

____

____

____

Focus on client satisfaction and benefits.
Make your mission statement the mantra for your entire office!

Focusing on Your Ideal Client

My Market Niche is:

____

____

____

Who is Our Ideal Client?

1	
2	
3	
4	
5	

Quick Practice Evaluation

Primary Focus of Firm	New Responsibilities for Our Firm
Strengths of Firm	**Improvements Needed in Our Firm**

Creating Your Vision

Company Vision Plan (Chose a year that is realistic with your vision)		
	Now	Future
Year		
Assets Under Management		
Revenue		
Households		
Wealth Managers		
Team Members		

100% Client Retention!

Please list 3-5 of your special (Gold Medal) services that you will remind clients you provide when meeting with them this year.

1	
2	
3	
4	
5	

Evaluating Your Client List and Prospect Pipeline

What is our **minimum** for a client to be considered an A or B client?	**A**: ______ **B**: ______
How often are we **meeting** with A, B and C clients?	**A**: ______ **B**: ______ **C**: ______
Who is offered our top tier services (**Gold Medal Services)**?	**A**: ______ **B**: ______ **C**: ______
Are we offering enough services to **attract** and **keep** all A and B clients?	Yes ☐ No ☐
Are we frequently communicating and **connecting** with our A and B clients?	Yes ☐ No ☐
Do we constantly **thank** our A and B clients?	Yes ☐ No ☐
Are our A and B clients **fully aware** of the services we offer?	Yes ☐ No ☐
Are we providing **comfortable entry points** for A and B clients to refer us?	Yes ☐ No ☐
Are our A and B clients referring friends, relatives, and colleagues?	Yes ☐ No ☐
Are we **asking** our A & B clients for referrals?	Yes ☐ No ☐
Do we have the **capacity** to adequately service **new clients**?	Yes ☐ No ☐
Do we have a suitable number of prospects in our **Prospect Awareness Program**?	Yes ☐ No ☐
Do our A and B clients know what makes us **different**?	Yes ☐ No ☐

Allocate Your Meeting Time

Client Evaluation Matrix			
Type of Client	Revenue /Asset Amount	Review Frequency	# of Clients
"A" or Level 1			
"B" or Level 2			
"C" or Level 3			
"D" or Level 4			

Meeting Time Commitment							
	Minutes	x	Factor	x	# of Clients	=	Time
Quarterly		x	*4*	x		=	
Semi-Annual		x	*2*	x		=	
Annual		x	*1*	x		=	
YOUR TOTAL MEETING TIME COMMITMENT							

Analyzing Your Recurring Revenue Stream for 2021

Current Revenue Analysis		
	Assets	Recurring Revenue
Fee-based		
Non-fee Based		
Other		
TOTALS		

Five Year Growth Analysis & Projections

	2019	2020	2021	2022	2023
AUM					
Total Clients (Households)					
New Clients					
Gross Revenue					
Revenue Growth					
Prospect List					

A Personal Goal:

Setting Annual Goals for 2021

Primary Goals for 2021

Strategic Initiatives

Strategic Initiatives and Focus for 2021- 2023

Key Progress Indicators (KPIs)

KPIs That Support My Primary Goals

Actionable Steps

Immediate Steps to Take to Achieve Goals

Project	Team Lead	Estimated Completion Date