

DEMONSTRATING A DEFINABLE DIFFERENCE

Many advisors spend time walking through prospects' metaphorical houses looking for problems to fix. Is there enough insurance? Is the investment portfolio well allocated? How will the retirement income be generated? Unfortunately, by focusing on problems and solutions, advisors can miss the bigger picture. After all, if the individual wants a different house, fixing problems in this one may be irrelevant.

Legacy advisors, like Financial Planner Daniel Lauletta, AEP®, CFP®, ChFC®, CLU®, LUTCF® of Skylight Financial Group, offer a radically different value proposition. They focus on understanding their prospects' values, vision, and goals.



“My job is to be my clients’ right hand when it comes to finances. I sit on their side of the table, understand their vision and goals, and coordinate their financial teams.”

*- Daniel Lauletta, AEP®, CFP®, ChFC®, CLU®, LUTCF®
Partner and Financial Planner
Skylight Financial Group
Cleveland, Ohio*

THE CHALLENGE

A persistent concern among wealthy people is that their money won't end up where they want it to be. The idea is reinforced whenever advisors present solutions that 'solve' problems before they fully understand what the wealth holder wants to accomplish.

"You really can't identify any solution until you know everything," Dan says. "My value proposition is figuring out the client's story. That means being patient enough to listen and understand what is important to them and why. Once I do, I can deliver a comprehensive financial plan."

Understanding a client's values and goals is critical. One of Dan's clients has a net worth that is largely tied up in real estate. The insurance policy to cover estate taxes is sizeable. An advisor looking for solutions might recommend putting the land into a trust to remove it from the estate and lower potential estate taxes. It's a suggestion that would never be implemented because it fails to recognize what is important to the client. In this case, that is retaining control of the property.

THE SOLUTION

Dan uncovers each person's value proposition by asking questions, listening without looking for a solution, and asking people to delve deeper. He sets an expectation that the planning process will take time and that it may require multiple conversations to clarify the prospect's vision, values, and goals.

Dan likes to ask questions that elicit stories. He often asks, "If you could write a \$1 million check to any charity, what would it be and why?" It's a question that typically yields robust answers because people have specific reasons for donating to charities, and those stories provide insight to their lives, values, and goals.

By offering 'slow advice' – taking time to really understand what his clients want and why they want it – Dan has earned the position as his clients' right hand. They are confident he understands what they want to accomplish and will help them work to achieve it.

THE RESULTS

Dan has been in the industry for more than three decades. He became a Certified Financial Planner® in 2003, about the same time he began working with Legacy. He is a member of the Massachusetts Mutual Life Insurance Company (MassMutual) Financial Planning Committee and a member of MassMutual Society 1851.

Dan has earned many additional accolades, including:

- #1 Skylight planner in Ohio, 2017 and 2018
- #1 Skylight planner for insurance, 2017 and 2018
- #58 MassMutual planner for insurance, 2018
- Five Star Wealth Manager Award, 2013

If you ask Dan, he will tell you he doesn't want awards for selling products because that's not what he does. He is a financial planner. In 2019, Dan and his team expect to complete 85 comprehensive financial plans, valued at about \$300,000.

Daniel Lauletta is a registered representative of and offers securities, investment advisory and financial planning services through MML Investors Services, LLC. Member SIPC. www.sipc.org. OSJ: 2012 W 25th Street, Suite 900, Cleveland, OH 44113. 216-621-5680.

LEARN MORE ABOUT LEGACY

Legacy's resources and tools help advisors build meaningful client relationships. If you would like to learn more about how Legacy helps financial advisors attract wealthier clients, build rewarding relationships, and improve practice productivity, get in touch. You can visit our website at www.think-legacy.com, give us a call at 1-888-649-4591 or send an email to todd@think-legacy.com.