



## Financial Planner and Client Advisor

### Purpose of the Role

The Client Advisor is the primary relationship manager for assigned clients, responsible for delivering exceptional financial planning, executing Tailored Wealth's service model, and helping clients achieve their long-term goals. This role is central to our mission of helping business leaders optimize their wealth and live the lives they desire.

### Key Responsibilities

- **Financial Planning & Advice**
  - Build comprehensive financial plans covering tax, cash flow, retirement, risk management, expenses, and legacy.
  - Proactively identify planning opportunities (e.g., Roth conversions, tax-loss harvesting, equity compensation strategies) and recommend actions.
  - Conduct plan reviews and make updates aligned with each client's service schedule.
- **Client Relationship Management**
  - Serve as primary point of contact for clients post-onboarding, delivering timely communication and clear follow-up.
  - Prepare agendas, document meetings in CRM, and ensure all follow-ups are completed.
  - Consistently execute Tailored Wealth's client service model across your client subset.
- **Business & AUM Growth**
  - Execute Tailored Wealth's referral strategy to generate new clients through existing client relationships.
  - Optimize Assets Under Management by identifying opportunities for new contributions, transfers, and consolidation.
- **Operational Excellence**
  - Manage time efficiently to maximize planning and client communication.
  - Coordinate with service staff and external providers to process trades, open accounts, and fulfill service requests.
  - Use Tailored Wealth and Sovereign Financial Technology infrastructure effectively and provide feedback for continuous improvement.

- **Team & Firm Contribution**
  - Mentor and support new Tailored Wealth team members.
  - Actively participate in internal planning and strategy meetings, sharing ideas and feedback to strengthen the Tailored Wealth brand.
- **Professional Development**
  - Commit to ongoing learning, including pursuing CFP® designation (if not yet completed), attending industry events, and reading leadership-approved industry books.
  - Engage with peers and professional networks to bring fresh ideas to the firm.
- **Compliance**
  - Adhere to all compliance requirements, regulatory standards, and Tailored Wealth policies.
  - Consistently uphold fiduciary standards, always acting in the best interest of clients.

## Performance Measurement

Performance will be measured through **Quarterly Performance Alignment Sessions**, focusing on both quantitative results and qualitative contributions.

### Top Key Performance Indicators (KPIs)

- **Client Retention Rate** – Maintain high retention across assigned clients.
- **Client Net Promoter Score (NPS)** – Achieve strong client satisfaction scores.
- **Referrals & Referral Conversion Rate** – Generate new clients through existing client referrals.
- **New Money Added from Existing Clients** – Track inflows from consolidation and contributions.
- **Client Onboarding Speed** – Complete onboarding efficiently and according to service standards.
- **Technology Utilization** – Complete required tasks and documentation within systems on time.

### Qualitative Success Factors

- Clear, proactive, and professional client communication.
- High-quality agendas, meeting documentation, and follow-ups.
- Active participation and idea-sharing in strategy meetings.
- Consistent pursuit of professional development and industry knowledge.
- Contribution to firm culture and mentorship of new team members.

## Closing

The Client Advisor role is essential to delivering an exceptional client experience and achieving Tailored Wealth's mission. These responsibilities and performance measures are designed to ensure clarity, accountability, and continued professional growth.