Paul Baron, 57

"You owe it to yourself, you've worked hard all your life, hire someone to protect it."

ADVISOR PROFILE

- High Net Worth Advisor, CFP
- Independent RIA Office
- 180 million AUM
- Highly experienced financial advisor who values meaningful relationships. Relies heavily on technology and leverages it to be more efficient. Small RIA Office with Advisor, CFP, Admin support. May be part of medium-sized RIA.

FOCUS

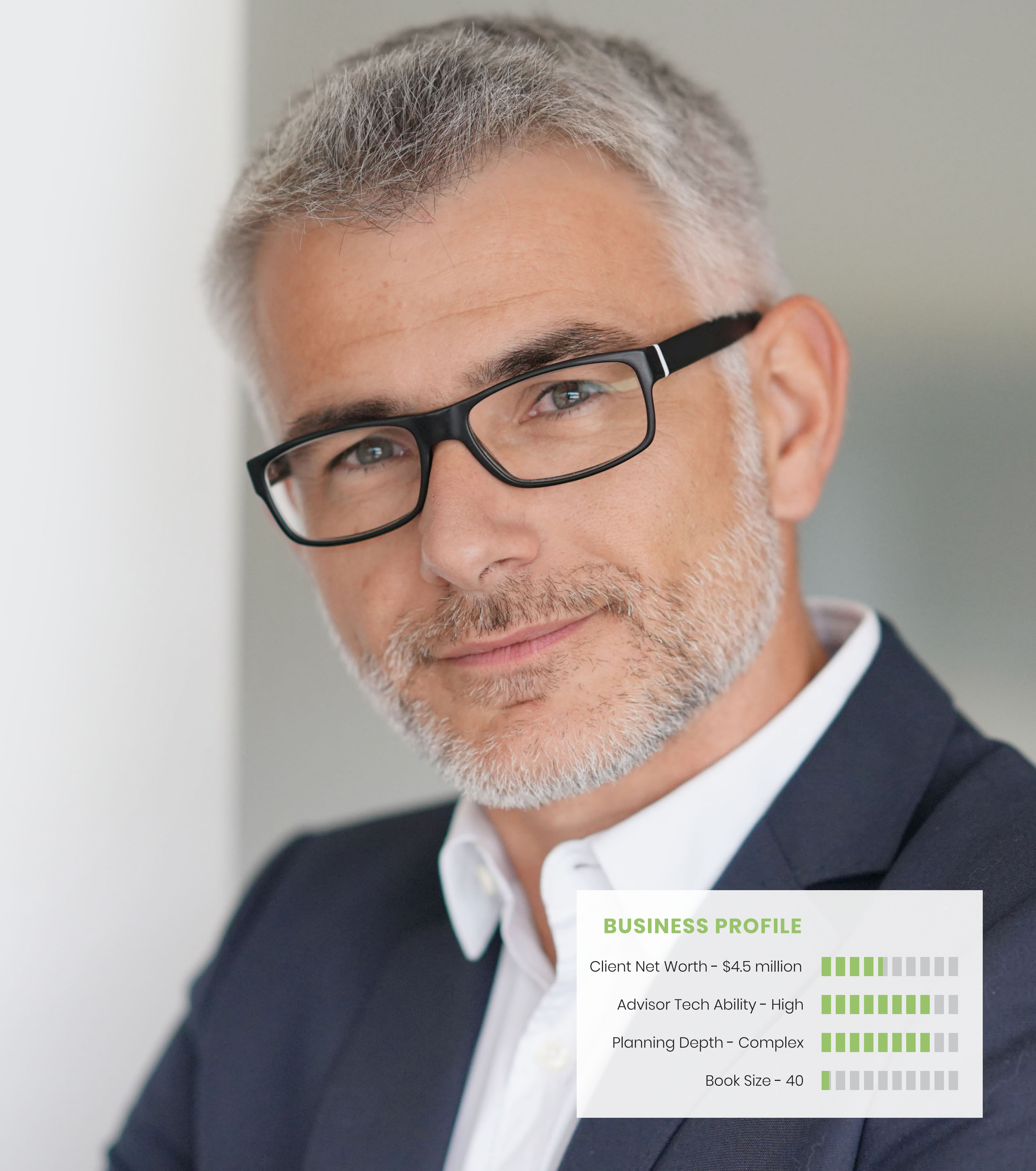
- Comprehensive Financial Planning
- Wealth Management
- Retirement Planning
- Estate Planning

EXPERIENCE

- 22 Years Average Finance Experience
- eMoney Pro – 8 years

GOALS

- Manage generational wealth
- Differentiate services to grow AUM
- Business succession planning
- Grow and lift others along the way



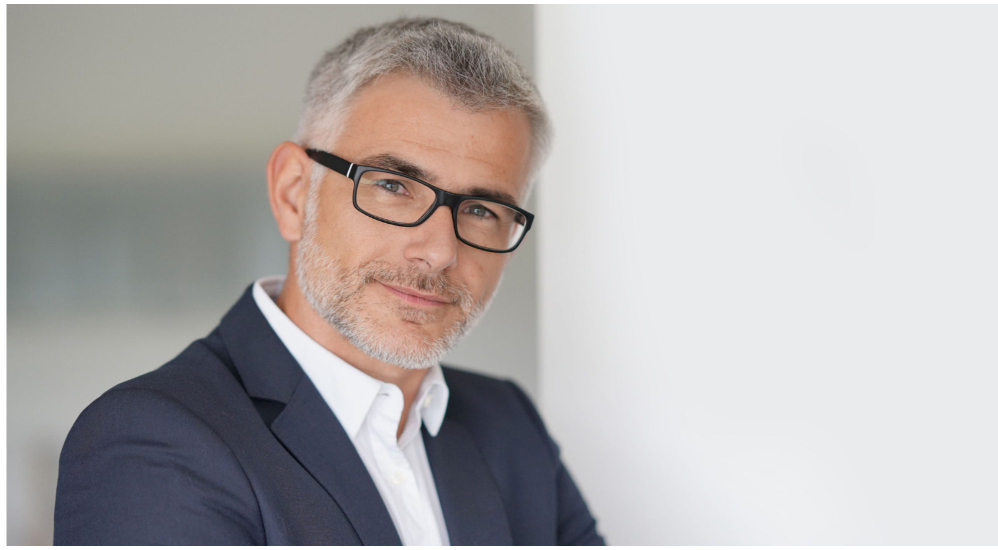
BUSINESS PROFILE

Client Net Worth - $4.5 million

Advisor Tech Ability - High

Planning Depth - Complex

Book Size - 40



Paul Baron, 57

High Net Worth Advisor - CFP

(Some also have CFA, CKA)

SERVICES

- Wealth management for high net worth clients
- Retirement planning & cash flow
- Financial Planning and Investment
- Comprehensive Planning & Estate Planning
- Advises on Insurance, Annuities, and includes insurance in plans, usually does not sell
- Advises on endowments and foundations
- Advises on investment committees, corporate retirement plans, and 401ks, usually someone else in office manages them.
- Fee based structure – 0.75% - 3.0% based on AUM
- Insurance is commission. Annuity is age structured.

OFFICE RELATIONSHIPS

Advisor, CFP, Admin

May be part of medium-sized RIA.

CLIENT PROFILE

- 60% of clients are older, 55-65+, approaching retirement or already retired
- Most are HNW/UHNW
- Average Net Worth $4.5 million
- Lawyers, Retirees, Physicians, Biotech, Business Owners, Financial sector, Teachers, Engineers, Pro Athletes
- Vast majority are working professionals hitting their peak wealth and about to enter retirement or are retired.

CLIENT INTERACTIONS

- Face-to-face once per year
- Quarterly contact at minimum
- Semiformal mid-year via phone
- Higher net worth every 30 days or as needed, white glove
- Top clients 2-4 times anually in person
- Phone, emails, Text, WebEx, MS Teams

APPROACH & PHILOSOPHY

- Retirement is a big deal and clients need help.
- I'm not in the beat the market business, I'm in the protection business.
- Help my clients find fulfillment and peace of mind.
- Diversification is the salvation of a portfolio.
- Break it down to bite size pieces and make a plan.
- Filter clients for a good fit. Establish mutual trust.
- Manage financial risk - keep them between the lanes and don't drive them into the weeds.
- Serve our clients best interests and provide a smooth succession plan.

eMONEY PAIN POINTS

- System Complexity
- Innovation has slowed dramatically.
- Lack of integration support
- Fee Structure
- Wants customized on boarding
- Needs curated data entry experience
- Desires dynamic cash flow simulations
- Power users feel neglected, focus more on base.

TECHNOLOGY

Salesforce
Addepar
Microsoft Office
Hidden Levers
Social Security Analyzer
WebEx
Black Diamond
SharePoint
Windows
LinkedIn Premium
Facebook Business
Twitter