

# Mike Evans, 36

“Goals based planning works for 80% of my clients for 20% of the effort.”

## ADVISOR PROFILE

- Medium Net Worth - Goals Based Advisor
- Independent RIA
- 56 million AUM
- Comprehensive Financial Advisor
- Retirement Investment Advisor Office
- One man shop with home office

## FOCUS

- HENRY & Retirees
- Goals Based
- Retirement Planning
- Retirement Planning including 401K

## EXPERIENCE

- 8 Years Average Finance Experience
- eMoney Pro - 18 months

## GOALS

- Grow AUM by acquiring new clients closer to his age who are starting families and through referrals
- Use technology to streamline processes
- Efficiently provide excellent service



## BUSINESS PROFILE

Client Net Worth - \$1 million	<div style="display: flex; align-items: center;"><span style="color: orange;">█</span><span style="flex-grow: 1;"></span></div>
Advisor Tech Ability - High	<div style="display: flex; align-items: center;"><span style="color: orange;">█</span><span style="color: grey;">█</span></div>
Planning Depth - Essential	<div style="display: flex; align-items: center;"><span style="color: orange;">█</span><span style="color: orange;">█</span><span style="color: orange;">█</span><span style="color: grey;">█</span><span style="color: grey;">█</span><span style="color: grey;">█</span><span style="color: grey;">█</span><span style="color: grey;">█</span></div>
Book Size - 56	<div style="display: flex; align-items: center;"><span style="color: orange;">█</span><span style="color: grey;">█</span><span style="color: grey;">█</span><span style="color: grey;">█</span><span style="color: grey;">█</span><span style="color: grey;">█</span><span style="color: grey;">█</span><span style="color: grey;">█</span></div>



## Mike Evans, 36

Medium Networth  
Goals Based Advisor - CFA

### SERVICES

- Independent RIA
- Helps clients in 30s starting families
- Comprehensive Planning
- Estate & Retirement Planning
- Cash Flow, Asset Management
- Insurance & Annuity Planning
- Advises on 401k and some on 403b
- Debt Management
- Fee structure – fee only through financial planning. \$1%-\$1.25% on assets, sells some index annuity products and insurance for percentage.

### OFFICE RELATIONSHIPS

 Works by himself, does it all.  
Some have 1 admin.

### CLIENT PROFILE

- 30% Younger Clients 30-35, \$250 AUM
- 70% Retirees, 55-65, \$1.5M AUM
- Average net worth \$1 million
- Mass Affluent
- Academics, Engineers, Doctors, Small Business owners, retirees, young families
- Works with younger tech savvy clients starting families and on issues like debt management and insurance planning

### CLIENT INTERACTIONS

- Face-to-face 2-4 times per year
- Sporadic emails and check-ins
- Ranges from contact every third month to 24 times per year.
- Phone, emails most common
- Texting with younger clients
- Monthly newsletter through website

### APPROACH & PHILOSOPHY

- Advisors that are not goals based are in an antiquated business model and will be left behind.
- A lot is made of goals based verses cash flow, but it's ridiculous for advisers to say they don't listen to their client's goals.
- Offers comprehensive financial planning
- It's all about trust and knowledge.
- Gets most new clients from referrals

### eMONEY PAIN POINTS

- Cost of software
- Complexity - unnecessary clicking
- Great and deep, but it's inefficient.
- Needs more out of the box solutions
- Monte Carlo is complicated.

### TECHNOLOGY

- Wealthbox
- eMoney Plus or Pro
- Microsoft Office
- Morningstar
- Social Security Analyzer
- Orion
- Riskalyze
- GSuite
- LinkedIn
- Facebook