

# COACH CORNER

Staffing Model

Tech Stack

Ops Engine

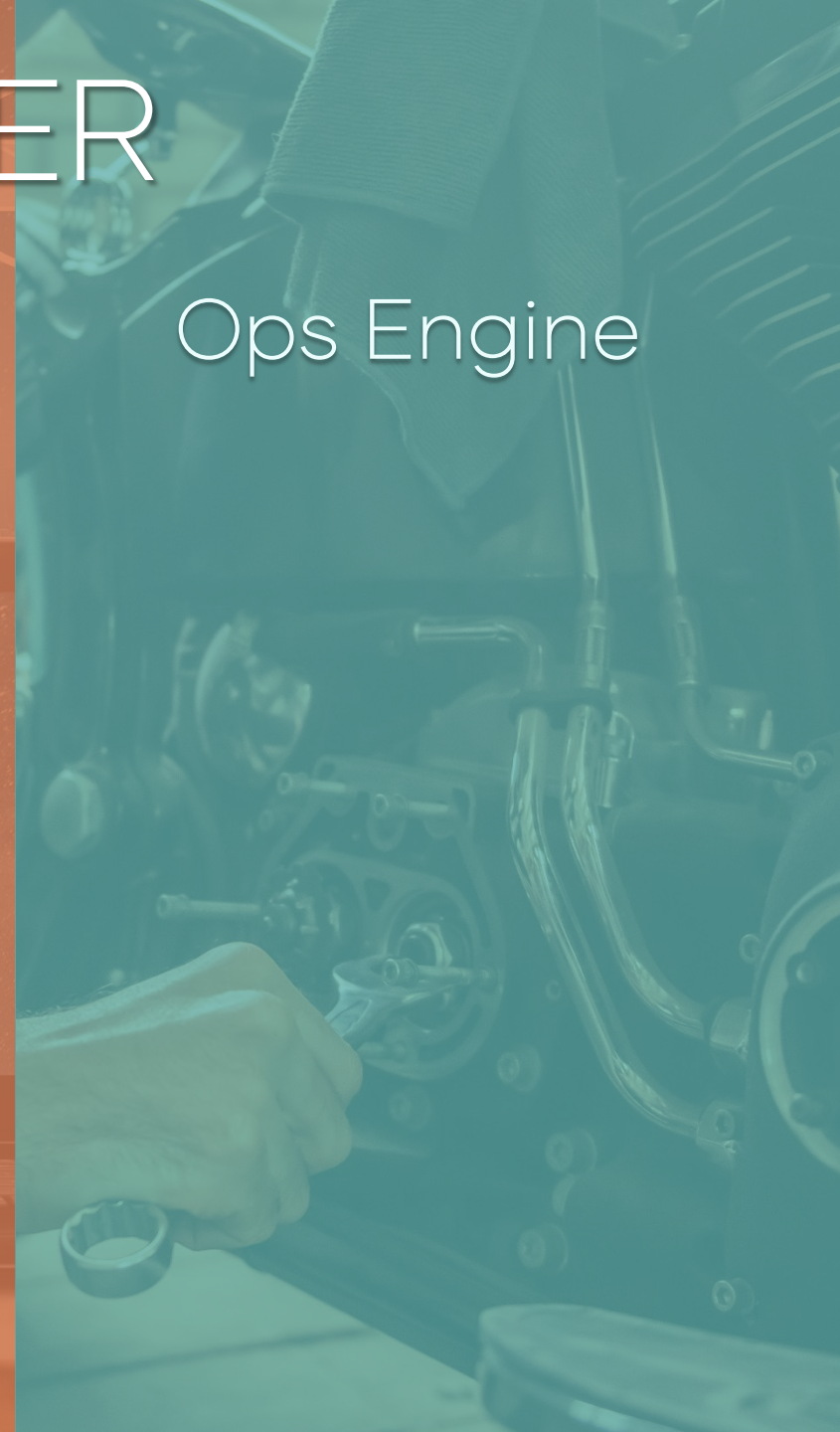
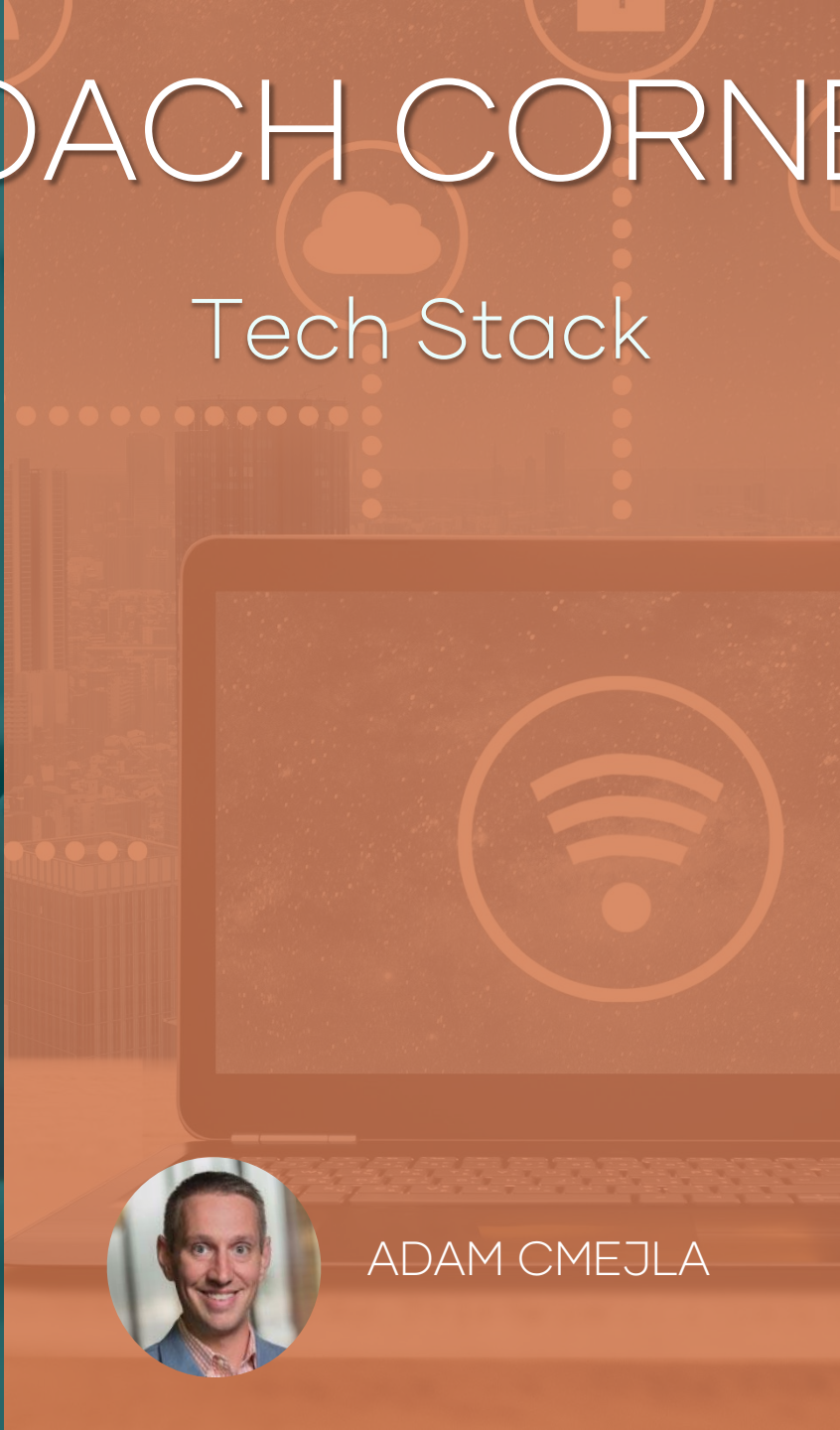


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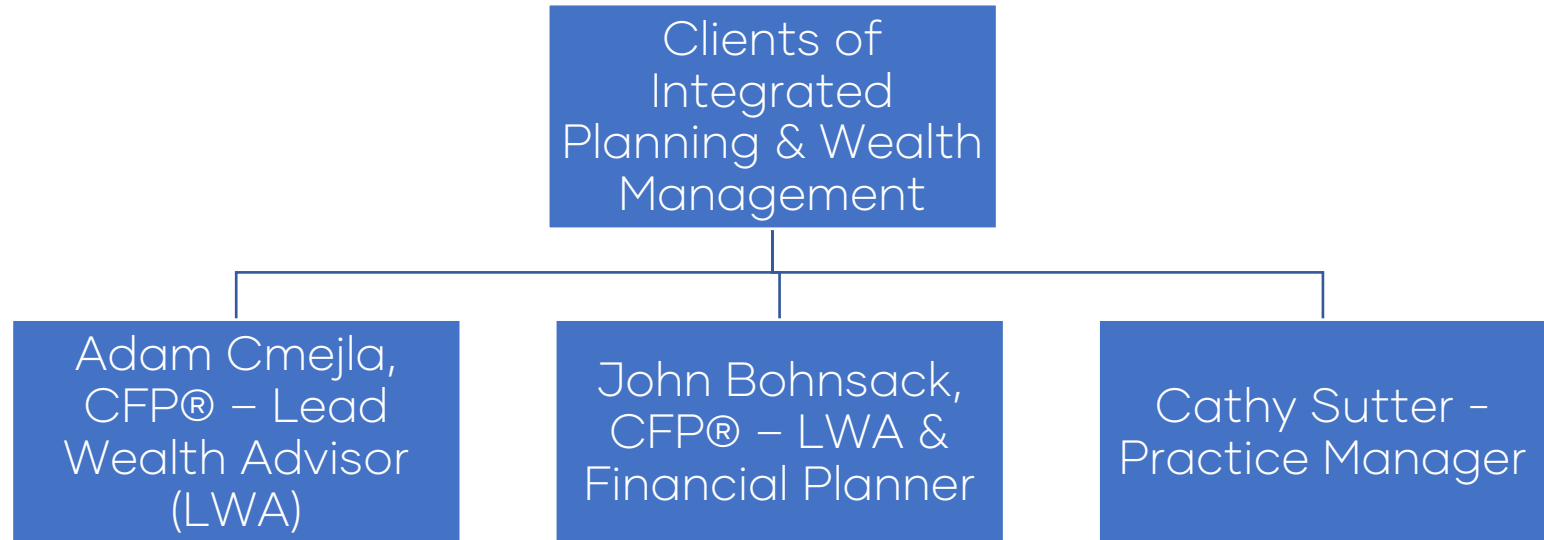
Tech Stack

Ops Engine

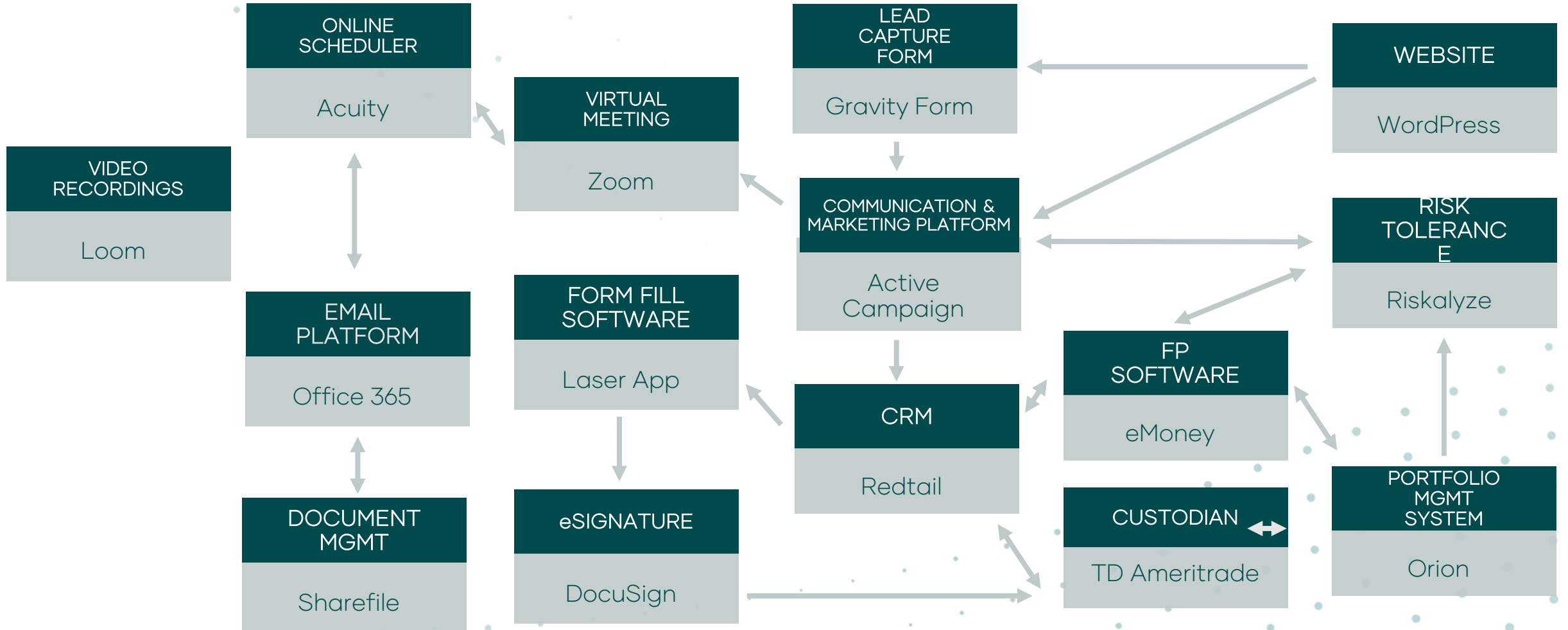


ADAM CMEJLA

# Staffing Model



# Tech Stack



L I M I T L E S S

# Tech Stack

## INDEPENDENT CONTRACTORS

- Podcast producer
- Blog writer (writes blog posts based on the podcasts)
- Designer for my Powerpoint slides/decks
- eBook author to take my cover art content and package it up in an ebook format
- Designer for podcast



# Ops Engine

CRM

WORKFLOWS



## Redtail Workflows

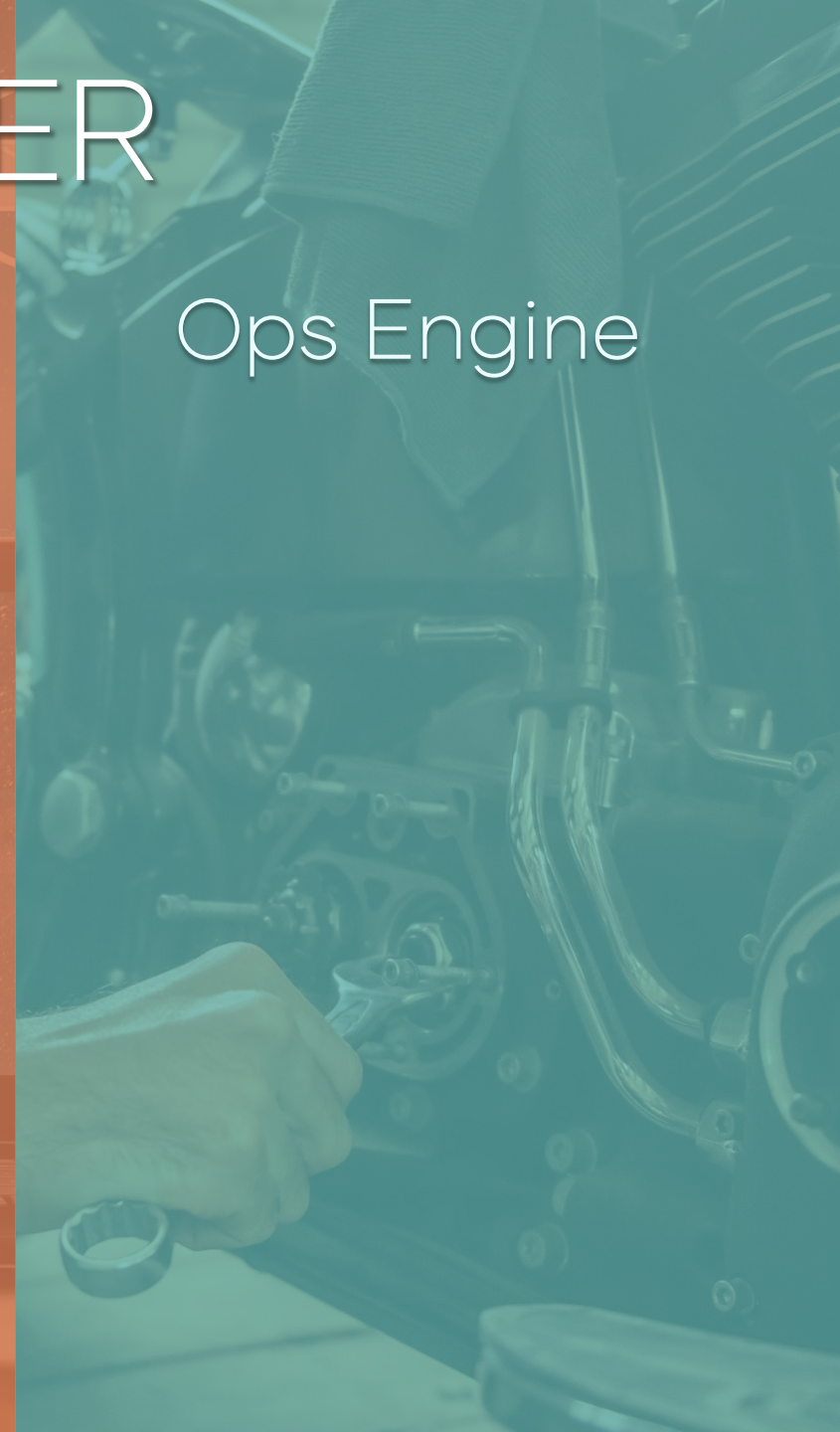
- Appointment - Annual Client Review Process
- Appointment - Client Meeting
- Appointment - Client Phone Call
- Appointment - Client Review (Month)
- Appointment - Employee Benefits Workshop
- Appointment - New Prospective Client
- Appointment - New Prospective Client (From Event)
- Appointment - Prospective Client Pre-Discovery & Discovery Process
- Client Account Service - 401(k) Distributions
- Client Account Service - Additional Account Forms Required
- Client Account Service - Adjust/Cancel Deposit of Funds
- Client Account Service - Adjust/Stop Recurring Distribution
- Client Account Service - Beneficiary Designation Change
- Client Account Service - Change of Address or Email
- Client Account Service - Change of Broker Dealer
- Client Account Service - Change of RIA
- Client Account Service - Client Online Access
- Client Account Service - Death of a Client
- Client Account Service - Deposit Funds into Account
- Client Account Service - Direct Rollover from Retirement Plan
- Client Account Service - Distribution from Brokerage Account
- Client Account Service - Move Money Form
- Client Account Service - Name change
- Client Account Service - Process IRA Contribution with Subsequent Roth Conversion
- Client Account Service - Processing ALL Investment and Insurance Checks (except Financial Planning Fee Pymts)
- Client Account Service - Redemptions from 529
- Client Account Service - Redemptions from Direct Account
- Client Account Service - RIA Switch & Re-establish Standing Instruction
- Client Account Service - RMD's - client list, establishing 1st RMD, adjust recurring \$
- Client Account Service - Roth Conversion
- Client Account Service - TDA AdvisorClient.com - link accounts
- Client Account Service - TDA Signature Verification form
- Client Account Service - Transfer of Assets
- Client Service - Client Termination
- Insurance - Additional Policy Forms Required
- Insurance - Disability
- Insurance - Fixed Annuity
- Insurance - Life (Electronic Term or UL)
- Insurance - Life (Paper)
- Insurance - Life Insurance Death Claim
- Insurance - LTCi
- New Account - 401(k) Participant Enrollment (Online)
- New Account - 401(k) Participant Enrollment (Paper)
- New Account - 401(k)/Qualified Plan Design & Implementation
- New Account - 529 Plan
- New Account - Master Template (Commission)
- New Account - Master Template (Managed/Advisory)
- New Account - Master Template (TDA)
- New Account - Non-Traded Alternative Investment
- New Account - SIMPLE IRA

# COACH CORNER

Staffing Model

Tech Stack

Ops Engine



Benjamin Brandt

# Staffing Model



DIANNE  
Office Manager



BENJAMIN BRANDT  
Advisor



RITA  
Client Relationship Manager

L I M I T L E S S

# Tech Stack

## CORE TECHNOLOGY

CATEGORY	TECH
CLIENT FILE SHARING & HOSTING	Sharefile
CRM	Redtail
COMPLIANCE EMAIL & SOCIAL MEDIA ARCHIVING	Erado
CUSTODIAN	Fidelity
DOCUMENT CREATION & MGMT	
FINANCIAL PLANNING	Fidelity's free tool
EMAIL PLATFORM	Outlook
EMAIL MARKETING PLATFORM	Convertkit
EMAIL HOSTING	Redtail
eSIGNATURE	DocuSign
ONLINE SCHEDULER	Calendly & Acuity
PORTFOLIO MANAGEMENT (BILLING & PERFORMANCE REPORTING)	Fidelity
RISK TOLERANCE	NONE
VIRTUAL CONFERENCE MEETING	Zoom
WEBSITE HOSTING	Wordpress

## ADDITIONAL TECHNOLOGY

CATEGORY	TECH
INTERNAL PROJECT MANAGEMENT	
INTEGRATION TECHNOLOGY	
NOTE-TAKING & WRITING	
PASSWORD MANAGEMENT	DashLane
SOCIAL MEDIA	
VIDEO RECORDING	Loom
WEB FORM / SURVEYS	Google Forms
OTHER	

LIMITLESS

# Tech Stack

## FREELANCERS

Podcast preproduction:

Executive summaries & script writing - ~1,500/month

Research Assistant - ~\$400/month

Newsletter – Included in script writing

Podcast post production:

Editing ~\$260/month

Blog post, images & SEO ~\$650/month

Blog/guest writing ~\$250/hr

# Ops Engine

CRM



WORKFLOWS

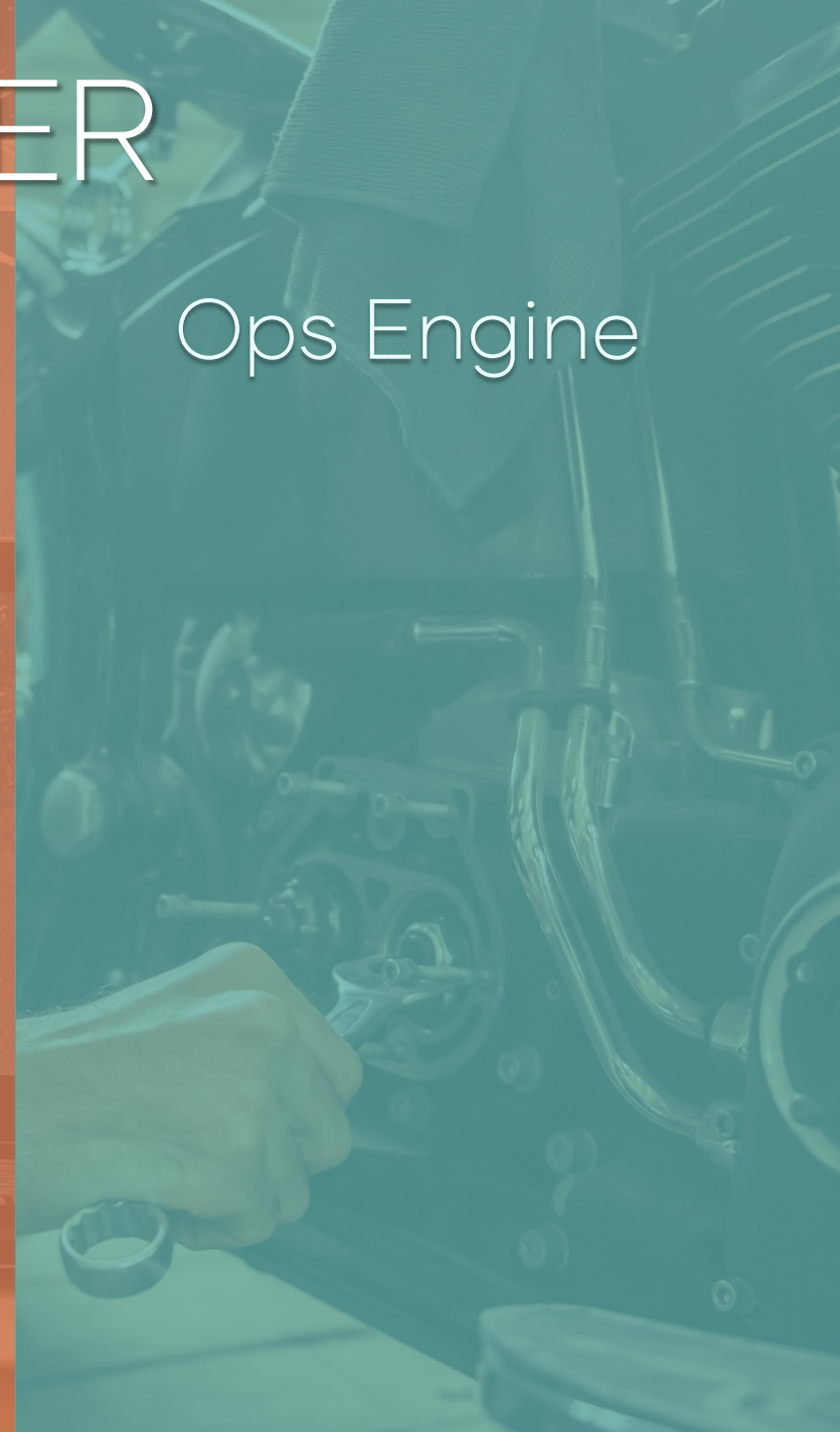
Written workflows:  
a work in progress

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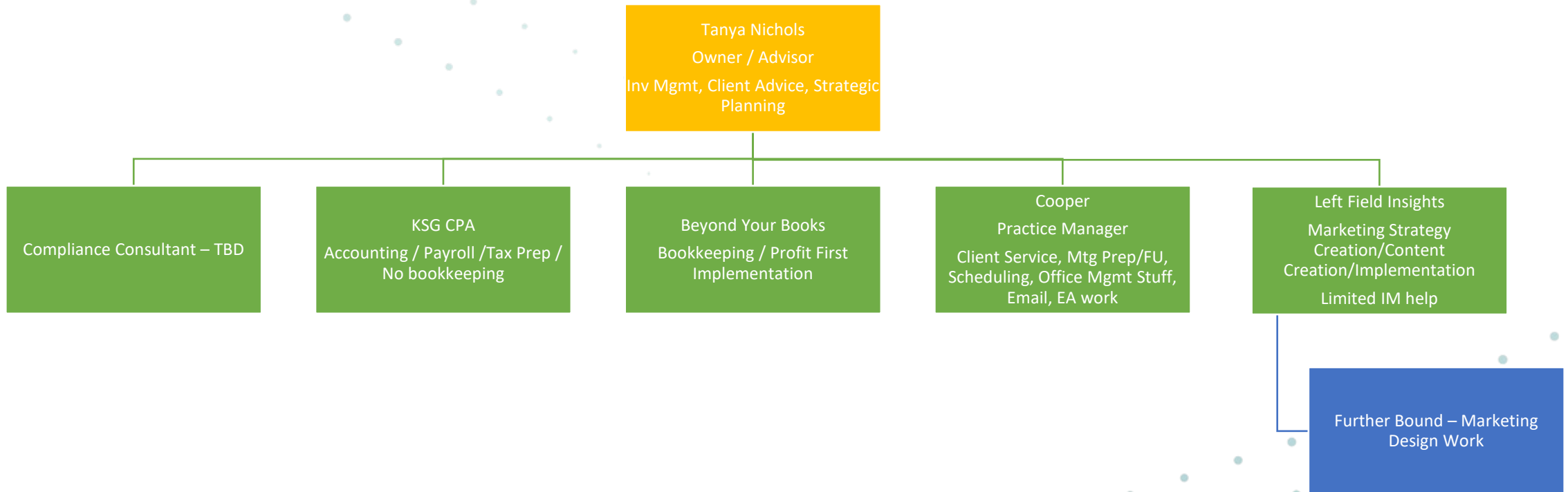
Tech Stack

Ops Engine



Tanya Nichols

# Staffing Model



L I M I T L E S S

# Tech Stack

## CORE TECHNOLOGY

CATEGORY	TECH
CLIENT FILE SHARING & HOSTING	Sharefile
CRM	Wealthbox
COMPLIANCE EMAIL & SOCIAL MEDIA ARCHIVING	Coming Soon – likey XYPN
CUSTODIAN	Fidelity
DOCUMENT CREATION & MGMT	Office 365
FINANCIAL PLANNING	MoneyGuide Pro
EMAIL PLATFORM	Exchange / outlook
EMAIL MARKETING PLATFORM	Constant Contact
EMAIL HOSTING	Exchange / Outlook
eSIGNATURE	Fidelity DocuSign
ONLINE SCHEDULER	Calendly
PORTFOLIO MANAGEMENT (BILLING & PERFORMANCE REPORTING)	Black Diamond
RISK TOLERANCE	Conversation
VIRTUAL CONFERENCE MEETING	Zoom
WEBSITE HOSTING	Wordpress

## ADDITIONAL TECHNOLOGY

CATEGORY	TECH
INTERNAL PROJECT MANAGEMENT	One Note
INTEGRATION TECHNOLOGY	
NOTE-TAKING & WRITING	One Note
PASSWORD MANAGEMENT	Last Pass
SOCIAL MEDIA	Not interested
VIDEO RECORDING	Loom
WEB FORM / SURVEYS	Not yet
OTHER	

# Ops Engine

CRM

WORKFLOWS



Printed: Apr 7, 2021 8:45am

**Align Financial**  
**PR: Prospecting Process**  
Start this workflow when a new prospect engages with the firm. Updated 3/30/21

Workflow Template Steps

- 1 Initial Contact with firm - Create Prospect Record**  
Description: Question 1: How did you hear about us? Question 2: What triggered your call? Question 3: Have you visited the website? Thanks for the information. Our next step is to take down your name, phone number and email and I will send you an email with a link to schedule a short introduction call. In the email I'll also include a few links to a couple of pages on our website so you can get a sense of who and how we help our private clients. I will include those links so you know what to expect if you decide to schedule an introduction call. Inside WealthBox: Create Contact - Name - Email - Phone Number Add Tags - Prospect (Not Yet Qualified)(Qualified) Create Opportunity Create OneNote Page + Template - Year LastName^FirstInitial Create OneDrive Prospect Folder - }Prospects.LastName.FirstName  
Priority: None  
Assigned to: Cooper Shubert

4 Outcomes

- Prospect Not Qualified  
Go to Step: Refer to another advisor
- Prospect Not Qualified  
Go to Step: Add to Constant Contact so they get invite to Community Ed Class
- Prospect Qualified  
Go to Step: Send email with more information and request to schedule introduction call
- Information Needed to Qualify  
Go to Step: Send email with more information and request to schedule introduction call

Printed: May 7, 2021 4:13pm

**Align Financial**  
**CF: Schedule Client Review Meeting**  
Prospect has committed to moving forward Updated 3/26/21

- 1 Confirm schedule preferences and important pending topics in OneNote to use to motivate client to schedule in customized email**  
Priority: None  
Due: 1 day later, at 10:00am  
Assigned to: Cooper Shubert
- 2 Send schedule email (ATTACH EMAIL) with some customization for Tier 1 clients**  
Priority: None  
Due: 1 day later, at 10:00am  
Assigned to: Cooper Shubert
- 3 Waiting for client to schedule review meeting**  
Priority: None  
Due: 7 days later, at 10:00am  
Assigned to: Cooper Shubert

Outcomes

- No Response to Schedule Email 1  
Go to Step: Call primary client to see if they want to meet during period (ADD SCRIPT)
- Meeting Scheduled  
Go to Step: Confirm meeting scheduled via Calendly and confirmation emails and texts are set
- No Response to Schedule Call or Email  
Go to Step: Bring Tanya details about why we should be meeting this cycle, or if they haven't
- Primary client to see if they want to meet during period (ADD SCRIPT)

Printed: May 7, 2021 4:13pm

**Align Financial**  
**PR: Onboarding Process**  
Prospect has committed to moving forward Updated 3/26/21

Workflow Template Steps

- 1 Send email or call to schedule Data Gathering call**  
Priority: None  
Due: 1 day later, at 10:00am  
Assigned to: Cooper Shubert  
Attachments: 1
- 2 Waiting for response to schedule Data gathering call**  
Priority: None  
Due: 3 days later, at 10:30am  
Assigned to: Cooper Shubert

4 Outcomes

- No Response to schedule Data Gathering Call  
Go to Step: Send email or call to schedule Data Gathering call
- Scheduled Data Gathering call  
Go to Step: Hold data gathering call and TN/CS to complete notes together in WB/ON directly after

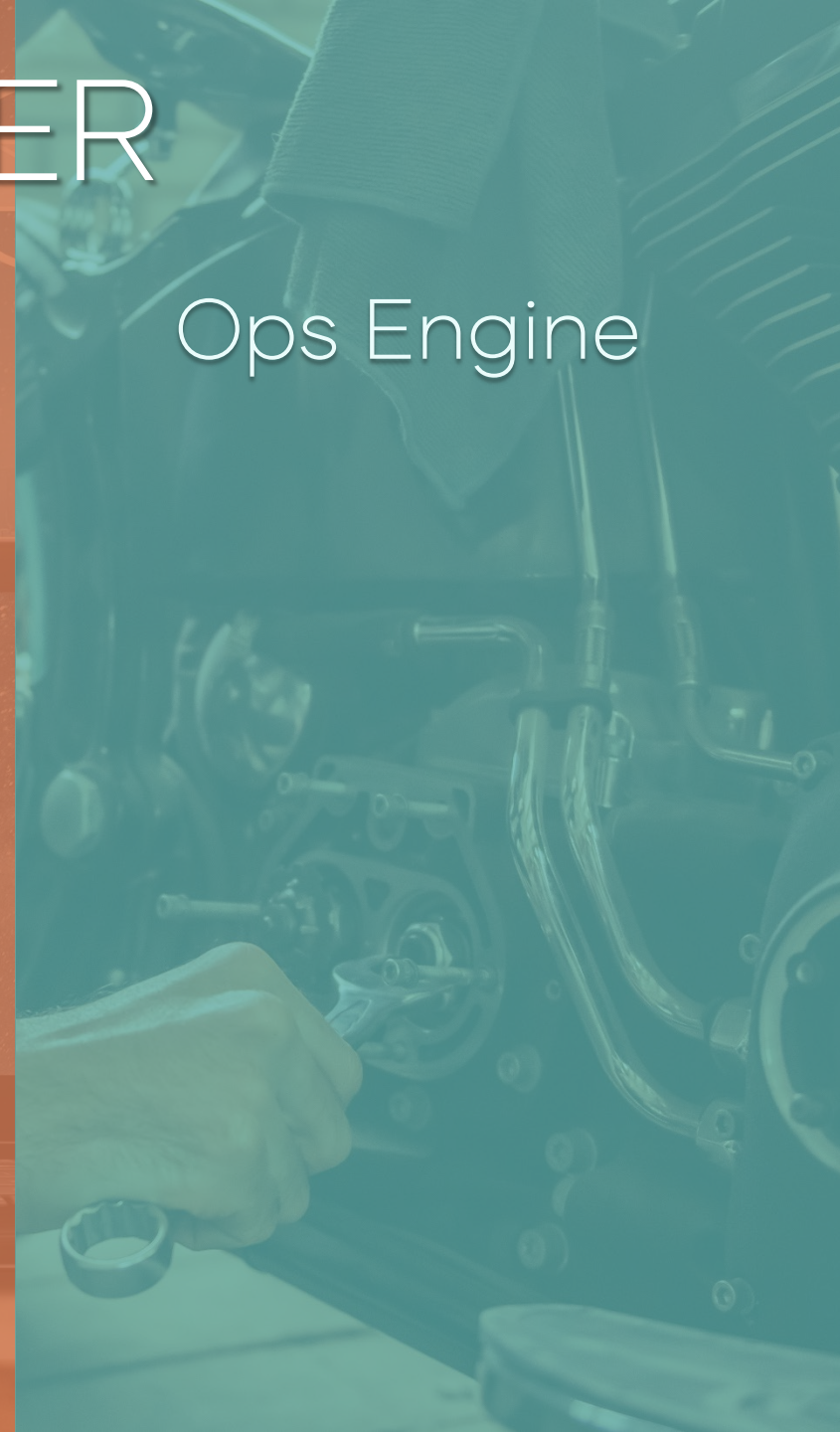
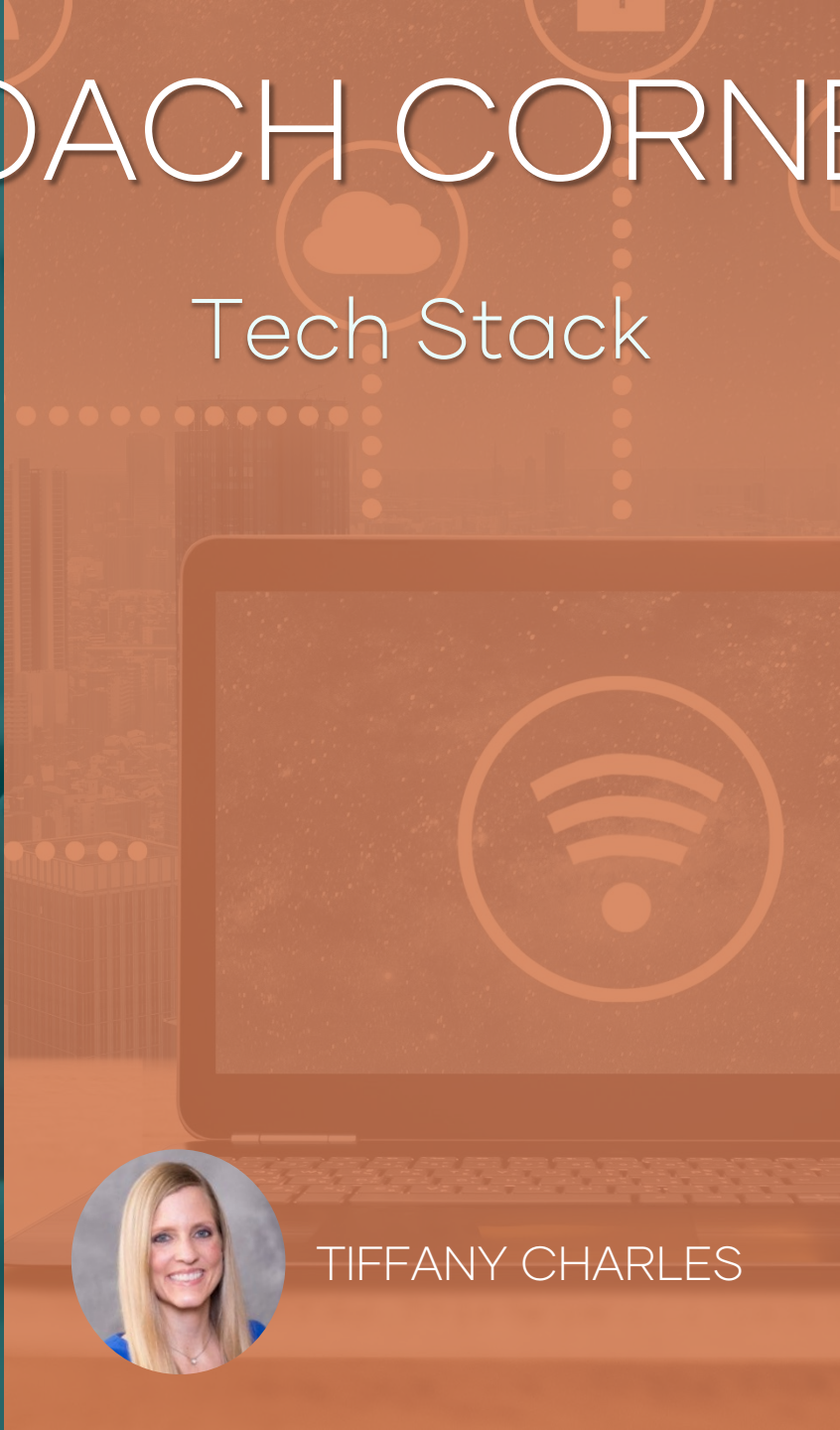
- 3 Hold data gathering call and TN/CS to complete notes together in WB/ON directly after**  
Description: Purpose of this call: "introduce cooper and his role "get any additional information in accounts and prepare paperwork "Schedule paperwork signing meeting  
Priority: None  
Assigned to: Cooper Shubert

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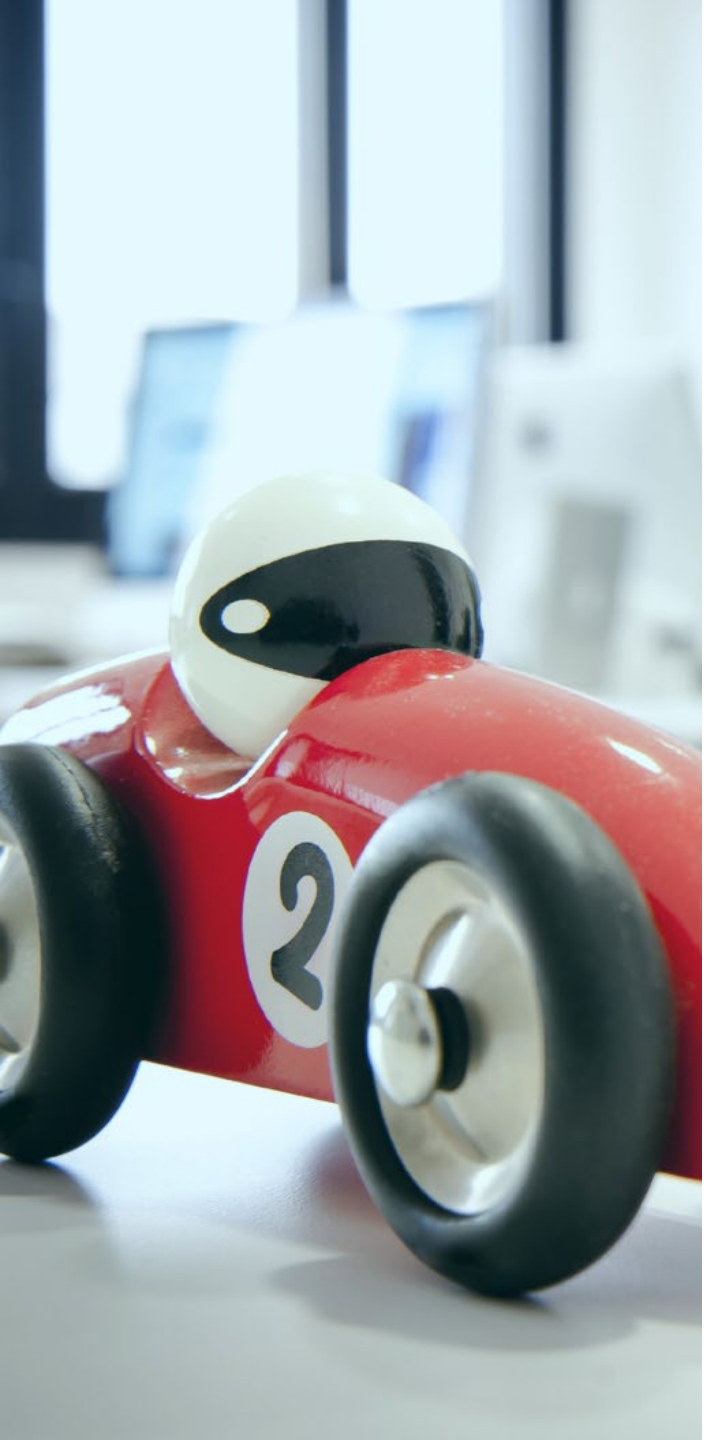
Tech Stack

Ops Engine



TIFFANY CHARLES

# Staffing Model



# Tech Stack



# Tech Stack: Destiny Capital

## CORE TECHNOLOGY

CATEGORY	TECH
CLIENT FILE SHARING & HOSTING	eMoney
CRM	Junxure
COMPLIANCE EMAIL & SOCIAL MEDIA ARCHIVING	Global Relay
CUSTODIAN	Pershing
DOCUMENT CREATION & MGMT	
FINANCIAL PLANNING	eMoney
EMAIL PLATFORM	Microsoft 365
EMAIL MARKETING PLATFORM	Constant Contact
EMAIL HOSTING	Microsoft 365
eSIGNATURE	DocuSign
ONLINE SCHEDULER	Acuity
PORTFOLIO MANAGEMENT (BILLING & PERFORMANCE REPORTING)	Albridge
RISK TOLERANCE	Riskalyze
VIRTUAL CONFERENCE MEETING	Zoom
WEBSITE HOSTING	Wordpress & Craft CMS

## ADDITIONAL TECHNOLOGY

CATEGORY	TECH
INTERNAL PROJECT MANAGEMENT	Examining currently – leaning towards Monday.com
INTEGRATION TECHNOLOGY	
NOTE-TAKING & WRITING	OneNote
PASSWORD MANAGEMENT	LastPass
SOCIAL MEDIA	LinkedIn, Instagram, Twitter, Facebook
VIDEO RECORDING	Zoom
WEB FORM / SURVEYS	SurveyMonkey/Google/Landing Pages
OTHER	Hootsuite Quickbooks Microsoft Teams My Compliance Office



# Ops Engine



L I M I T L E S S

# WORKFLOWS

- ✓ APR Process - Pre APR - Meeting Prep Tasks - Meeting Date Request
- ✓ APR Process - Pre APR - Meeting Prep Tasks - Confirm date and schedule
- ✓ APR Process - Pre APR - Meeting Prep Tasks - eMoney
- ✓ APR Process - Pre APR - Meeting Prep Tasks - Meeting Book Preparation
- ✓ APR Process - Pre APR - Check Meeting Book
- ✓ APR Process - Post Meeting Tasks - Print and Upload to eMoney
- ✓ APR Process - APR - Post Meeting Tasks - Meeting Follow-up Steps
  - ✓ APR Process - APR - Post Meeting Tasks - eMoney Access and Vault Upload
    - ✓ APR Process - APR - Post Meeting Tasks - Update Client Data
- 🕒 APR Process - Assign Meeting Next Steps
- ✓ APR Process - Client APR Meeting Notes
- ✓ Client APR Process - Pre APR - Meeting Prep Tasks - Client Agreement Process
  - ✓ ACH Authorization - Details
  - ✓ ACH Authorization - Execution
  - ✓ ACH Authorization - Submittal
    - ✓ ACH Authorization - Follow Up

# WORKFLOWS

Destiny Capital - Operations

Team Member On-Boarding

- ✓ Team Member Onboarding - Details (JENNIFER BISHOP)
- ✓ Team Member Onboarding - Evan's Tasks
- ✓ Team Member Onboarding - Mabel's Tasks
- ✓ Team Member Onboarding - Renee's Tasks
- ✓ Team Member Onboarding - Erin's Tasks
- ✓ Team Member Onboarding - Supervisor's Tasks
- ✓ Team Member Onboarding - Destiny's Tasks

L I M I T L E S S

# WORKFLOWS

## NEW HIRE PROCESS

Purpose: To ensure a consistent, efficient, and equitable hiring process.

Participants: Renee, Tiffany, Jarrod, Tim, PAZ Click Media (for posting), additional team members depending on position

Details:

1. New hire has been determined and position and compensation range approved by leadership team.
2. Depending on position, job is either posted on social media, sent to personal networks and/or sent to recruiters
3. Applicants are directed to contact Renee via email, per instructions in job description
4. Renee will review applicants and consult with team members to move them through the following process or provide a response to the applicant of preference to not proceed.
5. Interview Process consists of 5 interviews...

### **Interview 1:**

Interviewers: Jarrod, Renee, and Sub- Tim (combo)

Purpose: Introduction, high level values, philosophy, and skill conversation

Review FP Philosophy for areas of conflict

Review Asset Management Philosophy for areas of conflict

Review career aspirations and values for areas of conflict

Uncover fast red flags.

### **Interview 2:** Tiffany (possibilities) and Evan (reality)

Purpose: Cultural fit

Check references (Renee/Jarrold/Charissa)

Uncover and share: values, the DC level of excellence, career growth and opportunities.

### **Interview 3:** Interactive competency testing (templates below) over email sent by Renee and reviewed by Jarrod and Megan

Purpose: Competence of technical skills around planning and time management

Coordinate a 90 minute block of time with candidate to allow for completion

### **Interview 4:** Megan & Jarrod

Purpose: Team/peer dynamic

Focus on client experience, team collaboration, role clarity amongst the team, etc...

### **Interview 5:** -

Purpose: Provide a final connection over a meal in a social environment if local.

6. Extending an Offer - Renee

Renee to extend an offer via a phone call and follow up email with the offer letter

The offer is contingent upon background check

LIMITLESS