

# ESTABLISHING A CLIENT REVIEW SYSTEM

Guidebook  
& Practice Resources

LIMITLESS

# Client Review System

Client reviews are a foundation of your practice and your relationship with clients. An amazing experience endears you to clients, increases client satisfaction and makes you referable. If your goal is to grow, then developing a system for client meetings is a critical step in the process. It will increase your efficacy and efficiency while enabling you to deliver a personalized experience to clients.



## BEST PRACTICES

1. **TIME BLOCK MEETINGS:** Group client meetings together during specific periods of time, while avoiding time you want to leave for other activities (vacations, quiet days, focused business time). At a minimum, group client meetings to specific days of the week; for example, client meetings are held on Tuesdays and Wednesdays. At the height of efficiency, meetings are grouped into select and specific weeks during the year, leaving large blocks of time open.
2. **UNDERSTAND THE JOURNEY FROM A CLIENT PERSPECTIVE:** Create a journey map that defines the touchpoints and interactions in your client review process. On this document define what an amazing experience and a dreadful experience would be for each interaction. See our sample and template Client Review Journey to customize to your process.
3. **WHAT, WHO AND BY WHEN:** For processes that are timeline driven, it is important to identify who is responsible for the task and by when it should be completed.



## SUCCESSING AT IMPLEMENTATION

Below are critical steps to help ensure that you have clarity on how to implement a systematic client review process.

1. **REVIEW YOUR EXISTING PROCESS:** Use the Client Review Journey (Form 6) to create a high-level overview of your existing process. After you have a draft, walk through the process to confirm that each step in the process is included and to identify the experience you want to deliver and areas for improvement. Involve your team in this step to ensure buy-in and engagement in the process.
2. **CUSTOMIZE YOUR PROCESS AND MATERIALS:** Update your process to reflect improvements you want to make and develop any supporting materials needed. A sample process and materials are included as a starting point.
3. **ENSURE PREREQUISITE STEPS ARE COMPLETE:** Before you implement your process, ensure that other dependent systems and processes are complete. For client reviews, this means you have service model that defines when to meet with clients and a time model that blocks out time for those meetings.
4. **TRAIN YOUR TEAM:** Review the finished process with your team and set your implementation date.
5. **IMPLEMENT, TEST AND INTEGRATE:** Begin implementation on your defined start date. During this first implementation, be sure to connect in your regular team meetings on what's upcoming, what's working and what's not. The goal during the first implementation is to refine the process. Finally, once you are comfortable with the process integrate it into your technology.



# Client Review Process

The below is a sample best practice client review process. Editable Word® versions of the Forms referenced are available. When customizing your process, be sure to adjust the “by when” dates to align with how you time-block your client review meeting schedule.

## SCHEDULING & CONFIRMATION: INITIATE QUARTERLY OR 4-6 WEEKS PRE-MEETINGS

<u>ACTION STEP</u>	<u>WHO</u>	<u>BY WHEN</u>
1 Run client review report and review with Adviser to confirm clients that are due for a client review  <i>Best Practice: Client meeting preparation and case prep meetings should be large blocks of time to prepare for client meeting blocks.</i>	CSA	1 <sup>st</sup> week of each quarter
2 Personalize and send <b>Form 1: Client Review Scheduling Email</b> to clients due for a client review	CSA	1 <sup>st</sup> week of each quarter
3 Update Client Review list weekly to ensure all reviews are scheduled For clients who do not respond by the end of the first month in the quarter, send follow-up email ( <b>Form 2: Client Review Non-responders</b> )	CSA	Weekly
4 Schedule or confirm time is blocked for the following tasks and meetings: Adviser and team preparation time blocks Client Review Preparation Meeting Client Review Follow Up Meeting	CSA	2 <sup>nd</sup> week of each quarter
5 Upon scheduling, an automated email ( <b>Form 3: Client Review Confirmation Email</b> ) is sent to the client.	CSA	Upon meeting scheduling

## PREPARATION: INITIATE 3 WEEKS PRIOR TO CLIENT REVIEWS

<u>ACTION STEP</u>	<u>WHO</u>	<u>BY WHEN</u>
1 Send confirmation and request for information email ( <b>Form 4: Client Info Request Email</b> ) to client	CSA	3 weeks prior to review
2 Compile client review materials ( <b>Form 5: Client Review Checklist, Form 6: Client Meeting Agenda</b> )	TEAM	2 weeks prior to meeting(s)
3 Completes review of client meeting materials and determines recommendations	ADV	1.5 weeks prior to meeting(s)
4 Client Review Prep Meeting is held to review client experience ( <b>Form 7: Client Review Journey</b> ) and finalize preparation needs ( <b>Form 8: Case Prep Meeting Agenda</b> )	TEAM	1.5 weeks prior to meeting(s)
5 Team makes final updates to client meeting materials	TEAM	1 week prior to meeting(s)
6 Send final meeting agenda to client ( <b>FORM 9: Client Agenda Email</b> )	ADV	5 days prior to meeting(s)



## CLIENT REVIEW: DAY OF

<u>ACTION STEP</u>	<u>WHO</u>	<u>BY WHEN</u>
1 Office is prepared for client meetings on Client Meeting Days	TEAM	Morning Of
2 Client receives personalized welcome at the door and is offered refreshments	CSA / Team	At Meeting Time
3 Meeting is held; action items and any client information/intel are dictated / captured for the team	ADV / Client	At Meeting

*Best Practice: Leveraging Adviser Time is critical – if possible, have an Associate Adviser / Paraplanner / Asst. attend the meeting to capture notes and provide ongoing training.*

## FOLLOW-UP: WITHIN 48 HOURS POST

<u>ACTION STEP</u>	<u>WHO</u>	<u>BY WHEN</u>
1 Action items are reviewed and input into CRM system along with any client intel that was captured	CSA	Within 48 hours of the meeting
2 <b>Form 10: Review Follow-Up Email</b> is sent to the client summarizing action items from the meeting	CSA	Within 48 hours of the meeting

*Implementation Note: If you use another form of follow-up, such as a shared task system be sure to customize this step to address how you share actions items with clients.*

3 Hold follow-up team meeting to review: What went well, what didn't What needs to be fixed for next time Important action items and follow ups	TEAM	1 week post meetings
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*Implementation Note: If the team has mastered this process or you have review meetings more frequently, you may want to reduce the frequency of this meeting.*



# Client Review Process Resources

The below are the available samples you can customize to finalize your strategic review process. Editable versions are available in Word®.

## CLIENT PROCESS FORMS

- Form 1: Client Review Scheduling Email
- Form 2: Client Review Non-Responders
- Form 3: Client Review Confirmation Email
- Form 4: Client Info Request Email
- Form 5: Client Review Checklist

- Form 6: Client Review Agenda
- Form 7: Client Review Journey
- Form 8: Case Prep Meeting Agenda
- Form 9: Client Meeting Agenda Email
- Form 10: Review Follow-Up Email

### Client REVIEW – FORM 3

#### CLIENT REVIEW CONFIRMATION EMAIL

The below are sample emails to use when confirming client meetings. If you use an online calendaring system that automatically sends a confirmation email, use the below to customize your message to the extent possible.

##### IN-PERSON MEETING

Hi <Client Name>.

We are looking forward to seeing you at our office on <date> and <time>. During the meeting, <Adviser> will talk with you to review and share progress towards your goals, identify and explain ways we are working to keep you on track and check-in on what's going on in your life to ensure that we identify and address any upcoming planning needs and questions that you may have.

<Assistant> will reach out to you approximately three weeks prior to your meeting to ensure we have the current information necessary to update your plan and review your progress with you. Feel free to reach out before then if you have any questions or if anything significant has changed since we last met.

Additionally, for your convenience [click here](#) for directions to our office.

We look forward to seeing you soon!

Warmest regards,

<Assistant Name>

##### VIRTUAL MEETING

Hi <Client Name>.

We are looking forward to talking with you on <date> and <time>. During the meeting, <Adviser> will talk with you to review and share progress towards your goals, identify and explain ways we are working to keep you on track and check-in on what's going on in your life to ensure that we identify and address any upcoming planning needs and questions that you may have. Below is a link to the video conference we'll use for the meeting. If you have any questions about how to use the system, please feel free to reach out.

[Video Conference Details Here](#)

<Assistant> will reach out to you approximately two weeks prior to your meeting to ensure we have the current information necessary to update your plan and review your progress with you. Feel free to reach out before then if you have any questions or if anything significant has changed since we last met.

We look forward to seeing you soon!

Warmest regards,

<Assistant Name>



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Additionally, for your convenience [click here](#) for directions to our office.

We look forward to seeing you soon!

### Client REVIEW – FORM 5

#### REVIEW CHECKLIST

The below shows an example of the information you can include in your meeting preparation process. Be sure to remove items that are not relevant and add items that you complete as a part of your process. The list is not meant to be an exhaustive list of planning items to review.

##### CLIENT AND MEETING INFORMATION

Client Name: \_\_\_\_\_

Adviser: \_\_\_\_\_

Review Date & Time: \_\_\_\_\_

Review Format: \_\_\_\_\_

Video/PDF, In-Person/Print, In-Person/PDF

Preferences: \_\_\_\_\_

Insert beverage, music, tv, etc.

##### CRM REVIEW

- Client information verified correct
- Review CRM / run report to identify pending or upcoming action items

##### ACCOUNT REVIEW TO ENSURE ACCURACY

- Account/report names are correct
- Account balances appear correct
- No known accounts are missing
- All information received from client is saved to client folder

##### FINANCIAL PLAN REVIEW

- Financial plan data is updated
- Print financial planning report
- Identify any recommended changes (ADV)

##### ESTATE PLANNING

- Estate plan documents (will, trust, POA) are up-to-date and on file
- Confirm beneficiaries and identify life changes that require an update or review
- Attorney name on file
- Identify recommended changes (ADV)

##### INSURANCE REVIEW

- Up-to-date copies of insurance policies on file
- Pull pertinent reports on accounts

Identify any recommended changes (ADV) \_\_\_\_\_

##### TAX PLANNING

- Most recent tax return is on file
- CPA name is on file
- Run tax planning reports
- Identify any recommended changes (ADV)

##### INVESTMENTS

- Economic update and market update: \_\_\_\_\_
- Investment manager updates: \_\_\_\_\_

Run investment reports: \_\_\_\_\_

- Identify any recommended changes (ADV) \_\_\_\_\_

##### OTHER

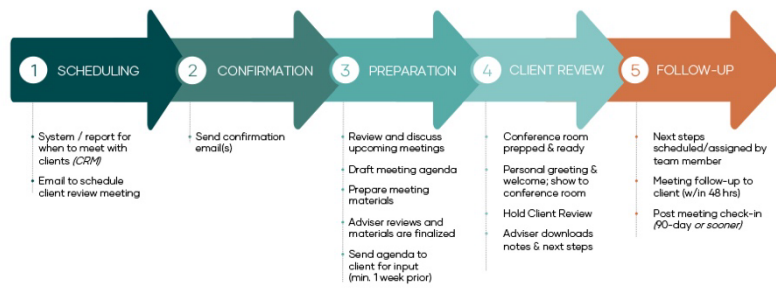
- Identify any compliance forms to be completed \_\_\_\_\_
- Additional information & reports requested \_\_\_\_\_

##### MEETING PACKET

- Final complete and ready for client (or insert specific report) \_\_\_\_\_

##### NOTES

## OUR PERSPECTIVE SYSTEMATIC DELIVERY



Preferences: \_\_\_\_\_  
Insert beverage, music, tv, etc.

##### CRM REVIEW

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- Most recent tax return is on file
- CPA name is on file
- Run tax planning reports
- Identify any recommended changes (ADV)

##### INVESTMENTS

- Economic update and market update: \_\_\_\_\_
- Investment manager updates: \_\_\_\_\_

Run investment reports: \_\_\_\_\_

- Identify any recommended changes (ADV) \_\_\_\_\_