

# PAUL LATHAM

---

**2 Businesses Under One Roof:**  
The Hidden Opportunity Within  
Your Advisory and Accounting  
Practice





# **2 Businesses Under 1 Roof:** The Hidden Opportunity Within Your Advisory and Accounting Practice

---

# Team Based Model

- VFO Allows Advisors & Accountants to Offer **Wider Range of Services & Deliver Solutions** (for their best clients)



**Business Structure is Key**

# Business Structure - Why does it matter?

## *"3 Ingredients of Business Success"*

1. Where are you going? **Vision**
2. How will you get there? **Plan**
3. Are you determined to get there? **Desire**

# Business Structure - Why does it matter?

## *"3 Ingredients of Business Success"*

1. Where are you going? Vision
2. How will you get there? Plan **What vehicle are you going in? Structure**
3. Are you determined to get there? Desire

# Advisor vs Accountant Structure

# Advisor vs Accountant Structure

## Structure of Accountant Business

I learned this at Lathams 30 years ago

I think one of the top 3 things we did at Lathams  
As featured in **"Art of Proactivity"**

# Advisor vs Accountant Structure

## Structure of Accountant Business

### **ACCOUNTANT Business**

Usually Compliance Services

***"BACKWARD BUSINESS"***

Large % of existing service  
& what clients paying for

# Advisor vs Accountant Structure

## Structure of Accountant Business

### **ACCOUNTANT Business**

Usually Compliance Services

**"BACKWARD BUSINESS"**

Large % of existing service  
& what clients paying for

### **VFO Planning Business**

Wider Service

**"FORWARD BUSINESS"**

Difference must be clear to client  
Something pay EXTRA for

# Advisor vs Accountant Structure

**Accounting Business** - *Need "2 Businesses Under 1 Roof"*

**Accountant Compliance  
Business - "Factory"**

**BACKWARD** LOOKING

Focus is **EFFICIENCY**

# Advisor vs Accountant Structure

Accounting Business - Need "2 Businesses Under 1 Roof"

**Accountant Compliance  
Business - "Factory"**

**BACKWARD** LOOKING

Focus is **EFFICIENCY**

**Accountant Planning  
Business - "Boutique"**

**FORWARD** LOOKING

Focus is **ADDING VALUE**

# Advisor vs Accountant Structure

Accounting Business - Need "2 Businesses Under 1 Roof"

**Accountant Compliance  
Business - "Factory"**

**BACKWARD** LOOKING

Focus is **EFFICIENCY**

**Accountant Planning  
Business - "Boutique"**

**FORWARD** LOOKING

Focus is **ADDING VALUE**

Accountants must avoid *"Monday to Friday syndrome"*

# Advisor vs Accountant Structure

Accounting Business - Need "2 Businesses Under 1 Roof"

**Accountant Compliance  
Business - "Factory"**

**BACKWARD** LOOKING

Focus is **EFFICIENCY**

BEST CLIENTS

**Accountant Planning  
Business - "Boutique"**

**FORWARD** LOOKING

Focus is **ADDING VALUE**

# Advisor vs Accountant Structure

## Structure of Advisor Business

The concept of “*2 businesses*” is equally applicable to Advisors - albeit more nuanced

**Applies - except circumstance where the Advisor is purely offering a VFO Planning Business**

# Advisor vs Accountant Structure

## Structure of Advisor Business

### **ADVISOR Business**

Services Provided Will Vary

**"CORE ADVISOR PLANNING"**

Why existing clients hired you  
What clients currently paying for

# Advisor vs Accountant Structure

## Structure of Advisor Business

### ADVISOR Business

Services Provided Will Vary

**"CORE ADVISOR PLANNING"**

Why existing clients hired you  
What clients currently paying for

### VFO Planning Business

Wider Service

**"DIFFERENT PLANNING"**

Difference must be clear to client  
Something **PAY EXTRA** for

# Advisor vs Accountant Structure

## Structure of Advisor Business

### ADVISOR Business

Services Provided Will Vary

**"CORE ADVISOR PLANNING"**

Why existing clients hired you  
What clients currently paying for

### VFO Planning Business

Wider Service

**"DIFFERENT PLANNING"**

Difference must be clear to client  
Something **PAY EXTRA** for

**BOTH ADD VALUE**

# Advisor vs Accountant Structure

## Structure of Advisor Business

### ADVISOR Business

Services Provided Will Vary

**"CORE ADVISOR PLANNING"**

Why existing clients hired you  
What clients currently pay for

### VFO Planning Business

Wider Service

**"DIFFERENT PLANNING"**

Difference must be clear to client  
**PAY EXTRA** for

**DIFFERENT VALUE ADDS**  
Must separate them to avoid client  
confusion about what paying for

# Advisor vs Accountant Structure

Advisor Business - Need "2 Businesses Under 1 Roof"

## ADVISOR Business

Services Provided Will Vary

**"CORE ADVISOR PLANNING"**

Why existing clients hired you  
What clients currently paying for

BEST CLIENTS

## VFO Planning Business

Wider Service

**"DIFFERENT PLANNING"**

Difference must be clear to client  
Something **PAY EXTRA** for

# Advisor & Accountant Structure

Avoid *“Jumping 5’ and Charging \$3”*

# Advisor & Accountant Case Studies

# Accountant Case Studies

## 2 Types of Accountant

- Type 1 - Focused on Tax Compliance
- Type 2 - Focused on Tax Planning

**Accountant:**  
Type 1 - Tax Compliance Focus

# Accountant: Type 1 - Tax Compliance Focus



**Tax Samaritan**  
EXPAT TAX SOLUTIONS

[About Us](#) [Services](#) [Get Started](#) [Resources](#) [Media](#) [Login](#) [Contact Us](#)

## Tax and Proactive Planning Solutions for Expats

### Expats Tax Compliance

**Get the Highest Level Peace of Mind About Your Expat Taxes**

Tax Samaritan provides expat tax services as they should be, with care, attention, and prioritizing your situation and interests. You work With the same tax professional throughout the year, every year.

### Proactive Planning

**Holistic, Proactive, Comprehensive Planning for Americans Overseas**

At Tax Samaritan, we offer more than compliance and peace of mind. We provide a wider focus, a proactive, holistic, comprehensive approach, with an emphasis on forward planning and optimization.

# Accountant: Type 1 - Tax Compliance Focus

**Tax Samaritan**  
EXPAT TAX SOLUTIONS

About Us ▾ Services ▾ Get Started Resources ▾ Media Login [Contact Us](#)

## Tax and Proactive Planning Solutions for Expats

### Expats Tax Compliance

**Get the Highest Level Peace of Mind About Your Expat Taxes**

Tax Samaritan provides expat tax services as they should be, with care, attention, and prioritizing your situation and interests. You work With the same tax professional throughout the year, every year.

### Proactive Planning

**Holistic, Proactive, Comprehensive Planning for Americans Overseas**

At Tax Samaritan, we offer more than compliance and peace of mind. We provide a wider focus, a proactive, holistic, comprehensive approach, with an emphasis on forward planning and optimization.

**Core Compliance Business**

# Accountant: Type 1 - Tax Compliance Focus

**Tax Samaritan**  
EXPAT TAX SOLUTIONS

About Us ▾ Services ▾ Get Started Resources ▾ Media Login [Contact Us](#)

## Tax and Proactive Planning Solutions for Expats

### Expats Tax Compliance

**Get the Highest Level Peace of Mind About Your Expat Taxes**

Tax Samaritan provides expat tax services as they should be, with care, attention, and prioritizing your situation and interests. You work With the same tax professional throughout the year, every year.

### Proactive Planning

**Holistic, Proactive, Comprehensive Planning for Americans Overseas**

At Tax Samaritan, we offer more than compliance and peace of mind. We provide a wider focus, a proactive, holistic, comprehensive approach, with an emphasis on forward planning and optimization.

**Core Compliance Business**

**Proactive Planning VFO Business**

# Accountant: Type 1 - Tax Compliance Focus

The screenshot displays the Tax Samaritan website. At the top left is the logo for Tax Samaritan, with the tagline 'EXPAT TAX SOLUTIONS'. Navigation links include 'About Us', 'Services', 'Get Started', 'Resources', 'Media', and 'Login'. A 'Contact Us' button is located in the top right. The main heading is 'Proactive Planning Team', followed by the text 'Your local "eyes and ears" to help you focus on planning priorities and identify opportunities.' Below this are four team member profiles, each with a circular headshot, name, title, and a 'Bio' button. The members are: Randall Brody (Client Relationship Lead), Stuart Kruse (Wealth Management), Bridger Silvester (Proactive Coordinator), and Evan Anderson (Proactive Facilitator). Below the team profiles are two larger images: a large headshot of a man in a suit labeled 'Advisory Services Team', and a grid of many smaller headshots labeled 'Virtual Family Office'.

**Tax Samaritan**  
EXPAT TAX SOLUTIONS

About Us Services Get Started Resources Media Login Contact Us

## Proactive Planning Team

Your local "eyes and ears" to help you focus on planning priorities and identify opportunities.

**Randall Brody**  
Client Relationship Lead  
Bio

**Stuart Kruse**  
Wealth Management  
Bio

**Bridger Silvester**  
Proactive Coordinator  
Bio

**Evan Anderson**  
Proactive Facilitator  
Bio

**Advisory Services Team**

**Virtual Family Office**

## PPT & Wider VFOS Team

- VFO Liaison
- Advanced Tax Planner

Clearly **SEPARATED** as  
Randall's 2nd planning  
business

# Accountant: Type 1 - Tax Compliance Focus

The screenshot shows the Tax Samaritan website. At the top left is the logo for Tax Samaritan, with the tagline 'EXPAT TAX SOLUTIONS'. Navigation links include 'About Us', 'Services', 'Get Started', 'Resources', 'Media', and 'Login'. A 'Contact Us' button is in the top right. The main heading is 'Proactive Planning Team' with the subtext 'Your local "eyes and ears" to help you focus on planning priorities and identify opportunities.' Below this are four team members: Randall Brody (Client Relationship Lead), Stuart Kruse (Wealth Management), Bridger Silvester (Proactive Coordinator), and Evan Anderson (Proactive Facilitator). Each has a 'Bio' button. Below the team list is a section for 'Advisory Services Team' featuring a large photo of Randall Brody and a row of smaller photos of other team members. At the bottom, there are two labels: 'Advisory Services Team' and 'Virtual Family Office'.

## PPT & Wider VFOS Team

- VFO Liaison
- Advanced Tax Planner

Clearly **SEPARATED** as  
Randall's 2nd planning  
business

Randall's vision is to focus personally on his  
**CORE Compliance Business**

Leveraging VFO Services for 2nd Business

# Accountant: Type 1 - Tax Compliance Focus

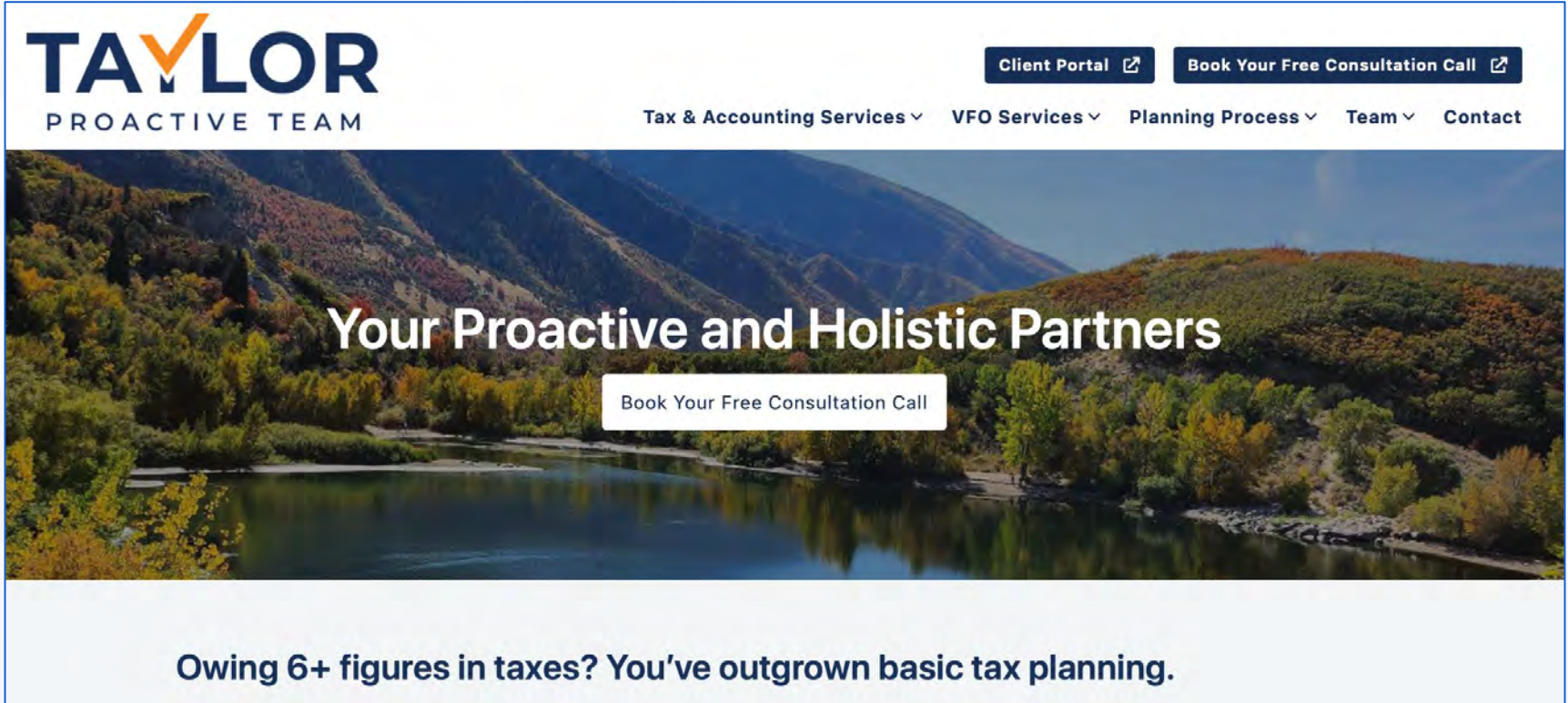
The screenshot shows the Tax Samaritan website. At the top left is the logo for Tax Samaritan, with the tagline 'EXPAT TAX SOLUTIONS'. Navigation links include 'About Us', 'Services', 'Get Started', 'Resources', 'Media', and 'Login'. A 'Contact Us' button is in the top right. The main heading is 'Proactive Planning Team' with the subtext 'Your local "eyes and ears" to help you focus on planning priorities and identify opportunities.' Below this are four team members: Randall Brody (Client Relationship Lead), Stuart Kruse (Wealth Management), Bridger Silvester (Proactive Coordinator), and Evan Anderson (Proactive Facilitator). Each has a 'Bio' button. Below the team list are two sections: 'Advisory Services Team' with a large portrait of a man, and 'Virtual Family Office' with a grid of many small portraits.

Randall has generated >  
\$40k from Holistic & Tax  
Planning Fees in 2026

Aside from making  
introductions, Randall has had  
to do very little personally

**Accountant:**  
Type 2 - Tax Planning Focus

# Accountant: Type 2 - Tax Planning Focus



**TAYLOR**  
PROACTIVE TEAM

[Client Portal](#) [Book Your Free Consultation Call](#)

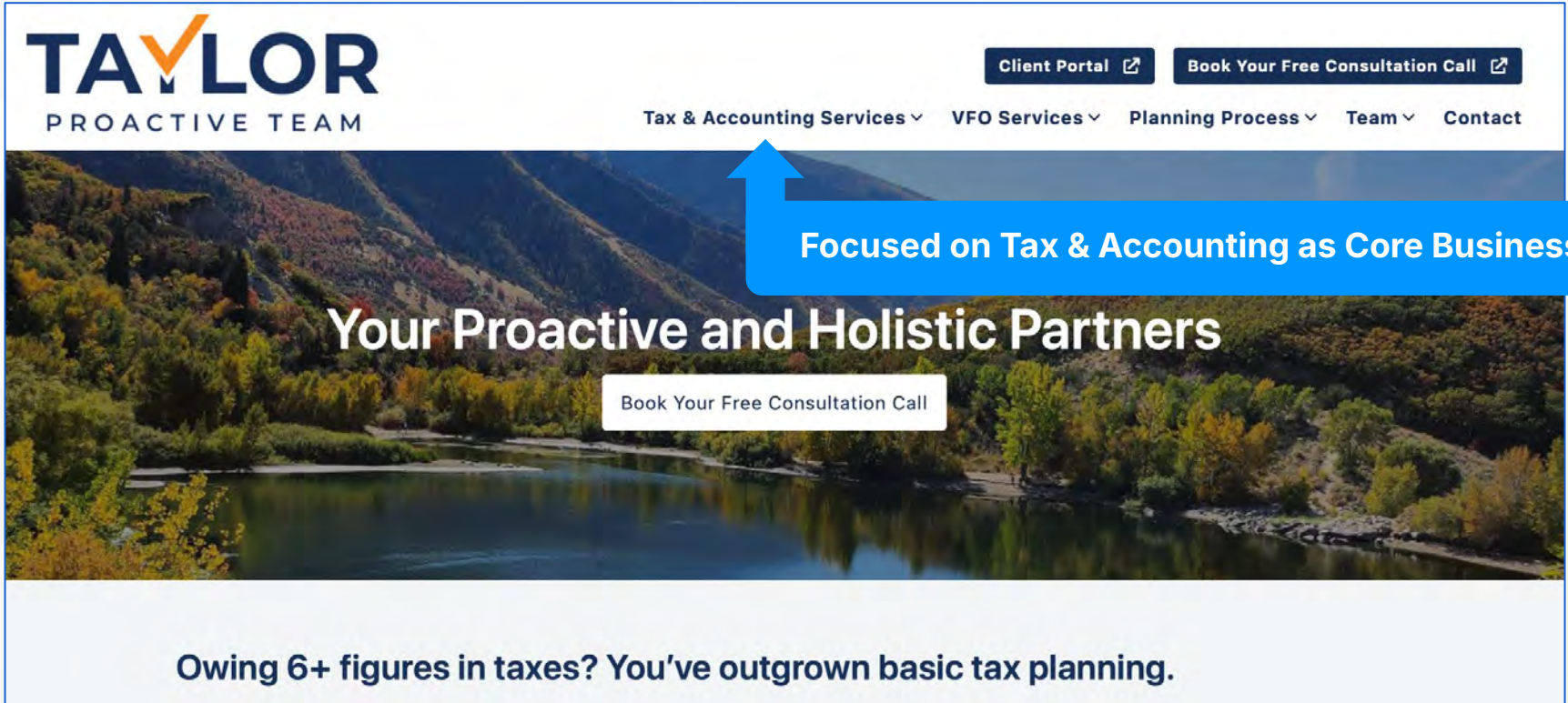
[Tax & Accounting Services](#) [VFO Services](#) [Planning Process](#) [Team](#) [Contact](#)

## Your Proactive and Holistic Partners

[Book Your Free Consultation Call](#)

Owing 6+ figures in taxes? You've outgrown basic tax planning.

# Accountant: Type 2 - Tax Planning Focus



**TAYLOR**  
PROACTIVE TEAM

[Client Portal](#) [Book Your Free Consultation Call](#)

[Tax & Accounting Services](#) [VFO Services](#) [Planning Process](#) [Team](#) [Contact](#)

**Focused on Tax & Accounting as Core Business**

**Your Proactive and Holistic Partners**

[Book Your Free Consultation Call](#)

Owing 6+ figures in taxes? You've outgrown basic tax planning.

# Accountant: Type 2 - Tax Planning Focus

The screenshot shows the Taylor Proactive Team website. At the top left is the logo 'TAYLOR PROACTIVE TEAM'. To the right are two buttons: 'Client Portal' and 'Book Your Free Consultation Call'. Below these are navigation links: 'Tax & Accounting Services', 'VFO Services', 'Planning Process', 'Team', and 'Contact'. The main content area features a heading: 'Every new client who joins Taylor Proactive Team first chooses from our "4 Boxes of Tax & Accounting":'. Below this heading is a 2x2 grid of boxes, each with an icon and a label: 'TAX PLANNING' (calculator and document), 'BUSINESS ADVISORY' (network of people), 'TAX COMPLIANCE' (checklist and warning sign), and 'BOOKS & RECORDS' (globe and books).

# Accountant: Type 2 - Tax Planning Focus

The screenshot displays the Taylor Proactive Team website. At the top left is the logo 'TAYLOR PROACTIVE TEAM'. To the right are two buttons: 'Client Portal' and 'Book Your Free Consultation Call'. Below these are navigation links: 'Tax & Accounting Services', 'VFO Services', 'Planning Process', 'Team', and 'Contact'. The main content area features the text: 'Every new client who joins Taylor Proactive Team first chooses from our "4 Boxes of Tax & Accounting":'. Below this text is a 2x2 grid of service boxes, each with an icon and a label: 'TAX PLANNING' (calculator and document), 'BUSINESS ADVISORY' (network of people and a lightbulb), 'TAX COMPLIANCE' (checklist and warning sign), and 'BOOKS & RECORDS' (globe and open book).

**TAYLOR**  
PROACTIVE TEAM

[Client Portal](#) [Book Your Free Consultation Call](#)

[Tax & Accounting Services](#) [VFO Services](#) [Planning Process](#) [Team](#) [Contact](#)

Every new client who joins Taylor Proactive Team first chooses from our "4 Boxes of Tax & Accounting":

- TAX PLANNING
- BUSINESS ADVISORY
- TAX COMPLIANCE
- BOOKS & RECORDS

**BACKWARD  
Core Services**

# Accountant: Type 2 - Tax Planning Focus

The screenshot shows the Taylor Proactive Team website. At the top left is the logo 'TAYLOR PROACTIVE TEAM'. To the right are two buttons: 'Client Portal' and 'Book Your Free Consultation Call'. Below these are navigation links: 'Tax & Accounting Services', 'VFO Services', 'Planning Process', 'Team', and 'Contact'. The main content area features the text: 'Every new client who joins Taylor Proactive Team first chooses from our "4 Boxes of Tax & Accounting":'. Below this text is a 2x2 grid of boxes, each with an icon and a label: 'TAX PLANNING' (calculator and document), 'BUSINESS ADVISORY' (network of people), 'TAX COMPLIANCE' (checklist and warning sign), and 'BOOKS & RECORDS' (globe and book).

**TAYLOR**  
PROACTIVE TEAM

[Client Portal](#) [Book Your Free Consultation Call](#)

[Tax & Accounting Services](#) [VFO Services](#) [Planning Process](#) [Team](#) [Contact](#)

Every new client who joins Taylor Proactive Team first chooses from our "4 Boxes of Tax & Accounting":

- TAX PLANNING
- BUSINESS ADVISORY
- TAX COMPLIANCE
- BOOKS & RECORDS

**FORWARD**  
Core Services

**BACKWARD**  
Core Services

# Accountant: Type 2 - Tax Planning Focus

The screenshot shows the Taylor Proactive Team website. At the top left is the logo 'TAYLOR PROACTIVE TEAM'. To the right are two buttons: 'Client Portal' and 'Book Your Free Consultation Call'. Below these are navigation links: 'Tax & Accounting Services', 'VFO Services', 'Planning Process', 'Team', and 'Contact'. The main content area features the text: 'Every new client who joins Taylor Proactive Team first chooses from our "4 Boxes of Tax & Accounting":'. Below this text is a 2x2 grid of service boxes, each with an icon and a label: 'TAX PLANNING' (calculator and document icon), 'BUSINESS ADVISORY' (network and lightbulb icon), 'TAX COMPLIANCE' (checklist and warning icon), and 'BOOKS & RECORDS' (globe and book icon).

**TAYLOR**  
PROACTIVE TEAM

[Client Portal](#) [Book Your Free Consultation Call](#)

[Tax & Accounting Services](#) [VFO Services](#) [Planning Process](#) [Team](#) [Contact](#)

Every new client who joins Taylor Proactive Team first chooses from our "4 Boxes of Tax & Accounting":

- TAX PLANNING
- BUSINESS ADVISORY
- TAX COMPLIANCE
- BOOKS & RECORDS

Clients know what services they are paying for upon joining

# Accountant: Type 2 - Tax Planning Focus

The screenshot displays the Taylor Proactive Team website. At the top left is the logo "TAYLOR PROACTIVE TEAM". To the right are two buttons: "Client Portal" and "Book Your Free Consultation Call". Below these are navigation links: "Tax & Accounting Services", "VFO Services", "Planning Process", "Team", and "Contact". The main content area features a section titled "Proactive Planning Team provides access to:" which contains two highlighted boxes: "ADVANCED FINANCIAL PLANNING" and "VIRTUAL FAMILY OFFICE". To the left of this section are two grey boxes: "TAX PLANNING" and "BUSINESS ADVISORY". An arrow points from these two boxes towards the highlighted section.

Separately offer Wider Proactive VFO Services as ***"2nd business"***

# Accountant: Type 2 - Tax Planning Focus

The screenshot displays the Taylor Proactive Team website. At the top left is the logo "TAYLOR PROACTIVE TEAM". To the right are two buttons: "Client Portal" and "Book Your Free Consultation Call". Below these are navigation links: "Tax & Accounting Services", "VFO Services", "Planning Process", "Team", and "Contact". The main content area features a diagram where "TAX PLANNING" and "BUSINESS ADVISORY" (shown in grey boxes) lead via an arrow to "ADVANCED FINANCIAL PLANNING" and "VIRTUAL FAMILY OFFICE" (shown in green boxes). Above the green boxes is the text "Proactive Planning Team provides access to:".

Clients understand those services are **SEPARATE & EXTRA FEES**

# Advisor Case Studies

# Advisor Case Studies

## 3 Types of Advisors

- Type 1 - Not Overly Constrained by Compliance
  - Can use VFO and also accept revenue shares from VFO
- Type 2 - Somewhat Constrained by Compliance
  - Can use VFO but cannot always accept revenue shares from VFO
- Type 3 - Very Constrained by Compliance
  - Cannot use VFO or accept revenue shares from VFO

**Advisor:**  
Type 1 - Not Overly Constrained

# Advisor: Type 1 - Not Overly Constrained



## MEET ABRAHAM CECENA

Abraham Cecena is a financial advisor with Osaic Institutions who specializes in helping individuals, families, and organizations make more informed financial decisions. His work focuses on retirement planning, financial education, and long-term wealth strategies, with a strong emphasis on employer-sponsored retirement plans such as 401(k), 403(b), and 457 plans.

In addition, Abraham works with business owners and executives on non-qualified (NQ) planning strategies designed to address the retirement funding gaps that often impact high-income earners. He also incorporates advanced tax planning and estate and trust planning considerations to help ensure that financial strategies are aligned across all areas.

Abraham partners with businesses and their employees to simplify complex financial topics and provide practical guidance that supports long-term financial stability. His approach centers on connecting the different areas of a person's financial life so they work together effectively, helping clients build clarity, confidence, and a more intentional path toward their financial goals.

**Core Business - Qualified Plans**

# Advisor: Type 1 - Not Overly Constrained

## Advanced Tax Planning Opportunity for your Clients



*One Relationship. Complete Tax Planning Solutions. Coordinated Specialists.*



**Introduced by Abraham Cecena  
in partnership with VFO Services**

**2nd Business - Advanced Tax Planning - CLEARLY SEPARATED**

# Advisor: Type 1 - Not Overly Constrained

## THE DEAL FOR INTRODUCERS & THEIR CLIENTS

- You simply introduce a high-net-worth client to the tax planning process (see details below), and generate revenue as a result. A typical successful case might generate commissions as shown below.
- There are two types of revenues:
  - **Tax Planning Fees**
    - You will receive 1/6 of the fees paid by the client.
    - Average tax planning fees are \$21,500 - your share would be \$3,500
  - **Tax Strategy Implementation Fees**
    - You will receive 30% of these "VFO fees" that result from client strategies implemented
    - Average VFO Fees are \$18,000 - your share would be \$5,400

## APPLICABLE TARGETS FOR TAX PLANNING

- Target AGI of at least \$500k or \$100k tax liability

## GOAL OF TAX PLANNING FOR CLIENTS

- Whilst exact situations will vary, the goal is to always, at least, double a client's investment in terms of the amount of taxes we save them
- In other words, if a client's plan requires a total investment of \$1, we aim to get them \$2, or more, back!

## WE MAKE IT EASY FOR YOU

- You make the introduction through Abraham Cecena, who has invested in a Client Relationship Lead to make the process smooth for the client
  - The Client Relationship Lead will:
    - "Hold the hand" of the client through the process
    - Liaise with the VFO Services Tax Planning Team and VFO Specialists
    - Update you regularly
    - Handle the revenue shares generated for you

Marketing to **EXISTING** Clients

Mainly marketing to his **NETWORK** of **INTRODUCERS** and their clients

**REVENUE SHARE** basis

# Advisor: Type 1 - Not Overly Constrained

## Abraham Cecena - High Level Vision & Growth Plan

We are going to have *"2 Businesses Under 1 Roof"*

# Advisor: Type 1 - Not Overly Constrained

## Abraham Cecena - High Level Vision & Growth Plan

We are going to have *"2 Businesses Under 1 Roof"*

- **Business 1** - Qualified Plan **"Factory"**
  - Focused on volume & efficiency

# Advisor: Type 1 - Not Overly Constrained

## Abraham Cecena - High Level Vision & Growth Plan

We are going to have *"2 Businesses Under 1 Roof"*

- **Business 1** - Qualified Plan **"Factory"**
  - Focused on volume & efficiency
- **Business 2** - Proactive Planning **"Boutique"**
  - Focused on *"Proactivity"* + *"Holistic"* + *"Collaboration"* via VFO
  - Adding value to my *"best clients"* - key differentiator

# Advisor: Type 1 - Not Overly Constrained

## Abraham Cecena - High Level Vision & Growth Plan

We are going to have *"2 Businesses Under 1 Roof"*

- **Business 1** - Qualified Plan **"Factory"**
  - Focused on volume & efficiency
- **Business 2** - Proactive Planning **"Boutique"**
  - Focused on *"Proactivity"* + *"Holistic"* + *"Collaboration"* via VFO
  - Adding value to my *"best clients"* - key differentiator

These businesses will be **separate but connected** with 2 very different **value propositions** - **Packaged & Presented** separately

# Advisor: Type 1 - Not Overly Constrained

## Abraham Cecena - High Level Vision & Growth Plan

We are going to have *"2 Businesses Under 1 Roof"*

- **Business 1** - Qualified Plan **"Factory"**
  - Focused on volume & efficiency
- **Business 2** - Proactive Planning **"Boutique"**
  - Focused on *"Proactivity"* + *"Holistic"* + *"Collaboration"*
  - Adding value to my *"best clients"* - key differentiator

Abraham wanted to focus personally on his CORE Business

Leveraging VFO Services team to drive 2nd Business

These businesses will be **separate but connected** with 2 very different **value propositions** - **Packaged & Presented** separately

# Advisor: Type 1 - Not Overly Constrained

Abraham Cecena fees generated since October 2025

- Tax Planning Fees \$97,500
- VFO Revenues \$139,392
- **Total** **\$236,892**

**Advisor:**  
Type 2 - Somewhat Constrained

# Advisor: Type 2 - Somewhat Constrained

**Dan Riso is Type 2 Advisor**

Extracts from his **Vision & Growth Plan** in early 2026

# Advisor: Type 2 - Somewhat Constrained

## Dan Riso - Vision & Growth Plan

Goal 1:

- *"Keep Core AUM Business boring and scalable"*

Goal 2:

- *"Design a clean path to support more complex clients"*

# Advisor: Type 2 - Somewhat Constrained

## Business 1 - Core Advisory



### Core Advisory

(Includes AUM)

#### Designed for:

- Clients who have assets
- Ready to delegate
- Want ongoing stewardship

#### Includes Core Planning:

- Embedded & basic
- Billing included in AUM %

#### Business Goals:

- Clean
- Efficient
- Effective

# Advisor: Type 2 - Somewhat Constrained

## Business 1 - Core Advisory



### Core Advisory

(Includes AUM)

#### Designed for:

- Clients who have assets
- Ready to delegate
- Want ongoing stewardship

#### Includes Core Planning:

- Embedded & basic
- Billing included in AUM %

#### Business Goals:

- Clean
- Efficient
- Effective

That embedded part is  
*“nuanced”* and probably  
would be done differently  
if Dan had joined us today

# Advisor: Type 2 - Somewhat Constrained

## Business 2 - Advanced Tax Planning



### Designed for Clients:

- Their pain is specifically tax driven
- ROI tax savings potential is obvious

### Separate from Core:

- Separate Fee Structure
- Separate Tax Planning Team
- Advisor as *"Client Relationship"* Lead
  - *"Orchestrate Don't Execute"*

### Business Goals:

- Wider Service - Add Value
- Deeper Client Relationship
- New Revenue Stream
- Marketing Differentiator
  - Not a *"Commodity"*
  - Help win New AUM

# Advisor: Type 2 - Somewhat Constrained

Generated \$42k in Tax Planning Fees in Q4 last year

## Business 2 - Advanced Tax Planning



### Designed for Clients:

- Their pain is specifically tax driven
- ROI tax savings potential is obvious

### Separate from Core:

- Separate Fee Structure
- Separate Tax Planning Team
- Advisor as *"Client Relationship"* Lead
  - *"Orchestrate Don't Execute"*

### Business Goals:

- Wider Service - Add Value
- Deeper Client Relationship
- New Revenue Stream
- Marketing Differentiator
  - Not a *"Commodity"*
  - Help win New AUM

**Advisor:**  
Type 3 - Very Constrained

# Advisor: Type 3 - Very Constrained

**Anonymous Case Study - Type 3 Advisor**

# Advisor: Type 3 - Very Constrained

## Working on *"4 Ways to Grow"* Business Profit

1. Win **New Clients**
2. Do **More Transactions** with Existing Client
3. **Increase \$ Value** of Transactions
4. Get **More Efficient**

# Advisor: Type 3 - Very Constrained

Working on *"4 Ways to Grow"* Business Profit

1. Win **New Clients**
2. Do **More Transactions** with Existing Client
3. **Increase \$ Value** of Transactions
4. Get **More Efficient**

**Key Focus Growing  
Core Business**

# Advisor: Type 3 - Very Constrained

**Focus on Winning New Clients**

**Partnership Fast Track**

# Advisor: Type 3 - Very Constrained

Focus on Winning New Clients

Partnership Fast Track

Leads to:

**VFO Fast Track (for Accountants)** - as the *"2nd Business"*

# Advisor: Type 3 - Very Constrained

Type 3 Advisor - "2nd business" is more "*nuanced*"

## Accountant's VFO Planning Business

- From compliance viewpoint the **Advisor cannot participate in 2nd Business**

# Advisor: Type 3 - Very Constrained

Type 3 Advisor - "2nd business" is more "*nuanced*"

## Accountant's VFO Planning Business

- From compliance viewpoint the **Advisor cannot participate in 2nd Business**
- But the Advisor can use the Accountant Partnership and VFOS team participation to **ensure that their best clients are not denied best advice**

# Advisor: Type 3 - Very Constrained

Type 3 Advisor - "2nd business" is more *"nuanced"*

## Accountant's VFO Planning Business

- From compliance viewpoint the **Advisor cannot participate in 2nd Business**
- But the Advisor can use the Accountant Partnership and VFOS team participation to **ensure that their best clients are not denied best advice**
  - Advisor benefits indirectly (terms agreed with Accountant)
  - Gain access to Accountant clients (**Win New Clients for Advisor Core Business**)

# 2 Businesses Under 1 Roof In Summary

# 2 Businesses Under 1 Roof In Summary

**Accountants** usually need to think about *"2 businesses under 1 roof"*

- **Must Separate:**

- *"Looking Backwards"* (compliance business) - **EFFICIENCY FOCUS**
- *"Looking Forwards"* (VFO planning business) - **ADD VALUE FOCUS**

# 2 Businesses Under 1 Roof In Summary

**Advisors** typically need to think about *"2 businesses under 1 roof"*

- CORE ADVISOR BUSINESS
- VFO PLANNING BUSINESS
- With some **SEPARATION** of that **WIDER VFO PLANNING SERVICE**:
  - Avoid client confusion from the beginning
  - Provide **"gateway" to extra services for extra fees**

# Creating a Roadmap for Member Success

# Creating a Roadmap for Member Success

## Step 1 - 90 Day Plan

New Members are **focused on the fundamentals of using VFO in practice**

- Advisor and Accountant - generate a ***“fast start”*** and **build confidence**

# Creating a Roadmap for Member Success

## Step 1 - 90 Day Plan

New Members are **focused on the fundamentals of using VFO in practice**

- Advisor and Accountant - generate a ***“fast start”*** and **build confidence**

## Step 2 - Growth Plan

As soon as comfortable with the fundamentals:

- Members are **focused on longer term direction and goals**

Remember the ***“3 ingredients of business success”***

# Creating a Roadmap for Member Success

## Growth Plan - Establish Direction & Goals

Member **Vision** and **Plan** is built around the **4 Ways to Grow**

- Winning **New Clients**
- More **Transactions** with **Existing Clients**
- Increasing **\$ Value** of transactions
- Improving **Efficiency**

Where is your key focus?

# Creating a Roadmap for Member Success

## Growth Plan - Establish Direction & Goals

Member **Vision** and **Plan** is built around the **4 Ways to Grow**

Plan leads to consideration of **Business Structure around VFO**

- Almost certainly leading to **SEPARATION of VFO Business** and not integration

# Creating a Roadmap for Member Success

## Growth Plan - Establish Direction & Goals

Member **Vision** and **Plan** is built around the **4 Ways to Grow**

Plan leads to consideration of **Business Structure around VFO**

Creation of Plan allows **MSM** to hold **Member Accountable** - *“Desire”*

# Moving Forward

## Want to become a New Member

- Sign up to register interest
  - **90 Day Plan - Growth Plan**



# Moving Forward

## Want to become a New Member

- Sign up to register interest
  - **90 Day Plan - Growth Plan**

## Existing ERT Members

- Not yet working on your **Growth Plan?**
  - Schedule a Meeting with MSM
    - Establish Vision & Direction





Advisors & Accountants  
Should Always Think About Structure  
**2 Businesses Under 1 Roof**

---