



## HOW DO A FINANCIAL PLAN AND INVESTMENT MANAGEMENT WORK TOGETHER?

---

### What is a financial plan?

A financial plan is a strategy to help you reach your goals. Through data gathering, analysis, and guidance, an advisor creates a road map that leads you to financial comfort during your life, while allowing for the efficient transfer of assets to your heirs. Financial planning is an ongoing process driven by your changing needs and goals.

A financial plan includes macro considerations, such as:

- **Asset allocation planning:** A series of asset classes and allocation strategies that seek to help meet your needs, based on your risk tolerance and investment objectives
- **Education planning:** College savings and education planning topics, such as student loans and financial aid
- **Retirement income planning:** The development and refinement of a distribution plan for your nonworking years
- **Estate planning:** Practical guidance necessary to coordinate your estate planning/wealth transfer needs
- **Tax planning:** Coordination with you and your tax professional to minimize your tax liability
- **Trust planning:** Choosing from a range of trust strategies to help meet asset protection and wealth transfer goals

Financial planning is the umbrella under which investment management functions.

### What is investment management?

The financial plan is one piece of the puzzle—the road map that outlines your goals—that opens the door to the investment opportunities that help you pursue those goals.

Investment management is typically carved out as a separate service due to its distinct and complex nature. How we ultimately shape your investment



portfolio is based on a collaborative effort, and the result is something we monitor regularly. The investment recommendations and services we provide are designed to support the personal needs and goals outlined in your financial plan.

Considerations for these activities may include, but are not limited to:

- **Risk tolerance:** What level of risk are you comfortable with?
- **Investment monitoring:** What type of attention does your investment require?
- **Investment selections:** Where would you like to invest?
- **Contributions:** Will you contribute to your plan over time or will you make a single, up-front investment?
- **Charitable giving:** How might your philanthropic goals affect your investments, especially when considering topics like taxation?
- **Advanced insurance planning:** What safety nets will your investments require as your assets and responsibilities grow?

With financial planning as the foundation and investment management providing the necessary building blocks, we can work together to help you pursue your short- and long-term goals.