



Is your administration costing you £5,000 a month?

The main benefit of a franchise with **Money Aspects** is that it allows you more time to sell and make a far greater profit.

We spoke to one adviser recently who went out to see clients every Monday and Tuesday and then spent Wednesday, Thursday and Friday in his office doing paperwork. This was the only way he could operate.

To go out and buy in the services of an administration person would have been too expensive, at something like £18k plus Employers NIC. This would also have put too much financial pressure on him as well, knowing that he needed to earn enough each month to cover this person's wages **and** his own earnings.

By coming into the franchise, this adviser gets all his administration done for him and can now look forward to going out to see clients **five** days a week, instead of just two. That doesn't quite mean



Does this look a familiar sight? Is your desk piled high with paperwork?

that he will sell 250% of what he did before, **but** at least he can have a damn good try now.

If you think about it, if you operate as this adviser did and you did all your own administration, you will turn out to be a **very** expensive administration person. If you can earn say £5,000 a month on two days a week there should not be much of a problem to aim **and achieve** £10,000 a month in commission, knowing that all your administration is done for you.

Financial Review

We divide clients into three categories - Gold, Silver and Bronze. Gold clients, who are the most important ones get a Financial Review produced for them each and every year.

Silver clients will get a Financial Review every two or three years, it's up to you, the adviser.

Bronze clients don't merit a Financial Review as they may only have one item with you. We usually have mortgage only clients as Bronze.

We should stress that it is up to **you** who gets classified into what category and you can change this as and when you like.

If you are starting with a new client, for example, and you wish to impress them, then what better way of doing this than to produce a Financial Review for them on day one. This lists everything that they have and how each item is performing, then they have tangible evidence of the service that they can come to expect.

Producing Financial Reviews for your clients is an excellent way of impressing them and letting them see the extent of your professionalism.

We would be happy to provide a sample of this document for you.

Special Points of Interest

- Our aim in the franchise is to take away all the hassle that prevents you being in front of people and to maximise your income.
- We then concentrate on getting the most from your existing clients whilst giving them a superior service and we also look at building other business.
- And the end purpose is to build the **value** in your business.

Can you adequately chase your own debts?

If you work on your own and do all your own selling and all your own administration, do you have enough time to chase up insurers for your commission?

We **all** know that there are not enough hours in the day, so where do you find the time to chase insurers or lenders to get **your** money?

We all know that we have to work damn hard for our money, so why then do we have to work harder at times to get lenders and insurers to pay us what is rightly ours.

When you are a franchise, then the franchise takes over the collection of all your monies and we chase insurers and lenders for what is due to you.

It's that simple because what we want the franchise to do is to eliminate the hassle and give you more time for selling.

Inside this Issue

- Follow up administration and you can save ££££££'s
- How to use the database effectively
- Your own Client Management System
- Using your information the Money Aspects way
- Organising your administration
- What it all costs - and what you get in return

Follow up administration and you can save ££££££'s

As well as sending cases away to get processed, *Money Aspects* has a system whereby all cases are followed through until their natural end.

We probably all know about insurers and lenders who have "never received" application forms or follow up information even though we have copies in the file.

With our system, we place files on a four week rota. If we have not received a reply, we will either send out a reminder, or just lift the phone and make it happen.

Where administration can fall down is if you don't follow a case through to the bitter end. How many times have you almost finished a case only to find out that everything is being

held up because an insurer hasn't received something very simple. It's so frustrating, but it happens all the time today with product providers wanting to cross every 't' and dot every 'i'.

Even plain old Money Laundering is used a great deal as a reason by providers. We had one specific case where we sent four Money Laundering VOI forms with the insurer swearing blind that they hadn't received them!

Not only will *Money Aspects* do your administration, **but** we also do all the follow-ups to make sure that everything is done when it should be.

Do you have time for all of this?



You don't need to be glued to the phone to make things happen.

Organising your administration

When we get a new franchisee on board, we allocate that adviser an administrator who will work closely with them to ensure that all administration is done as and when it should be.

Each administrator works for a maximum of three advisers and that ensures (from our experience) that everything that is needed will be dealt with.

This administrator will process all their proposals, chase them up with providers, and deal with everything that needs to be done until a satisfactory conclusion has been reached.

The adviser does not need to worry about any administration with *Money Aspects* **other than** the suitability letters for a case.

All the adviser needs is standard information namely fact find, quotes, research work, etc. and the suitability letter. After that *Money Aspects* does everything else.

It's that simple. We take the hassle from you and let you concentrate on selling.

Your own Client Management System

How often have you wondered what it would be like to get instant information from your client bank?

If you join *Money Aspects* as a franchisee, then that is exactly what you have. We enter everything relating to your clients on a database that we have developed over quite a number of years. It's pretty sophisticated now and from it, we can run off numerous lists of different clients in minutes.

For example, we did an A-Day mailing recently.

Or we could run off lists of clients in minutes that have pensions with a company that has closed to new business.

There is literally no limit to what



Information at your fingertips, now that's a powerful tool.

we can do with the database and if any franchisee wants to do a specific mailshot in his area and gives us the parameters, then we can run off a report in just a few minutes; it is that easy.

Information at your fingertips - that can be a powerful tool.

" You cannot give the end client a service - unless you have the systems for doing just that"



With so much information on the database - can I use this for client service?

That's exactly what we use our database for; to produce what we call the Client Maintenance Report. Every single month we analyse the database for advisers and pull off a list of reports which we think advisers should be analysing on behalf of their clients to give them the best possible service.

Protection

We have reports that list when policies are coming to an end, we show when clients don't have enough (less than 4 times salary), and when we should review policies for cost.

Pensions

We produce lists showing companies used, so that we can review either poor performers or companies that have left the market. We also produce our unique "Pensions Guesstimate" which attempts to show what a person 'could' achieve



We talk about A New Dawn in Financial Services - and giving clients a service like this - is just the first example.

in pension in terms of today's money. We also list cases comparing pensions targets to likely outcomes to show shortfalls.

Savings

We list all your clients with savings and their purpose. If they are for house purchases, then you can review them accordingly and if in multifunds, you can review the funds chosen. We list maturities for the next 12 months.

Investments

We show the length of time investments have been with the one company; we list the returns that are being achieved and we show spreads.

Mortgages

We show these in start date order after 3 years of course. We also list those cases where a Home Equity Release mortgage could be suitable.

We also list your clients birthdays in the month to come.

Using your Client Database - The Money Aspects Way

The Client Maintenance Report (CMR) is run for each adviser every month and is done so that advisers can give their clients a service that is second to none.



Using your Client Database, you can give your clients a service that is second to none.

The main review will be done for Gold and Silver clients each year by way of the Financial Review (details on front page) but in a lot of cases, this can only cover so much. What we do to cover all the items therefore, is to review less important things at different times to ensure that we cover everything. In the case of Bronze clients, the CMR will ensure that we pick up all the items that need attention as they don't get a Financial Review.

By focusing on all the items contained in the CMR, you will ensure that **you** cover everything the way that **you** want to. Each section has a review date, which is when **you** want to review it again.

It is entirely up to you to review that aspect as and when you want.

We also list your clients and their spouses birthdays each and every month and most clients, really appreciate a phone call on their birthday.

Oh to be on top of everything!



You can now give a service without having your hands tied behind your back.

" We work with franchisees to find new business and our Client Management System does the latter"



What does it all cost?

Cost is only one aspect of a *Money Aspects* franchise and you need to look at both income and costs.

Income

We reckon that franchisees with a reasonable client bank could expect to achieve something like £10k a month in sales.

This is usually the big aspect that people ignore and concentrate on costs only, which is wrong.

Costs

In very general terms, for someone earning up to £9k a month, 40% is paid to Money Aspects. £9k - £12k a month reduces to 35%, £12k - £15k 30% and £15k and over, 25%. These figures are per franchise area where there could be two or more advisers.

For these percentages, we provide



On a like for like basis...
Our proposal is better
value for money

all administration and compliance costs, and pay for PI insurance and all FSA fees.

We know that some networks work on the basis of 70% / 30%. But they don't do any administration or give an adviser any help with Client Maintenance or marketing for new clients.

Additional Services

In addition to the above, we also employ a pension transfer specialist to help you with such cases and also have an IHT specialist who plans for clients and is a qualified accountant and also, ex-Inland Revenue!

These services allow you to expand the range of services that you offer clients.

Your Business

The whole idea of operating under a franchise is that we build things up for you using a brand name that will be known throughout the UK as a quality provider of financial services.

We are building things up for **you** with **your** clients in **your** area, the purpose of this is that you will have something of value at the end of it.

If you build up your business, Joe Bloggs Financial Advisers Ltd, you will find that when you come to sell it buyers will limit what they are prepared to pay for it, as the business will usually be highly personalised around the founder. We know what they say about this being a people business after all.

If you build your business up as a franchise, it will be a lot less

personalised and as a result you should be able to sell it for more.

The British Franchise Association estimates that franchised businesses sell for up to three times more than non-franchised ones.

If you join a network on the basis of costs **only**, we reckon that you could do better by starting off your business as a franchised one. That's where *Money Aspects* come in.

We will only ever be the franchisor and service you and your clients. They will always be **your** clients, never ours and you will always have access to all of the information on them at all times.

Working for a network today or doing your own thing and being regulated directly by the FSA is merely earning a living and very little else.

By starting your own franchise, we believe that you:

- Can earn more money for a start.
- Will have less administration and less hassle.
- Give your clients a far superior service at comparative costs.
- Will build a better retirement nest egg for yourself in the process.

Why work for anyone else when you are only ticking over? Far better to build up the value of your own business and look forward to a happier retirement.



This is **your** pot of gold